A STUDY OF DEVELOPMENT PATTERN OF BOOK PUBLISHING ACTIVITIES IN TAMIL NADU

Thesis Submitted to Manonmaniam Sundaranar University
for the Degree of Doctor of Philosophy
in Library Science

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This is to certify that the thesis on "A STUDY OF DEVELOPMENT PATTERN OF BOOK PUBLISHING ACTIVITIES IN TAMIL NADU", submitted for the Ph.D. degree by Mr.N.Bagavathi Senthi Vel Murugan is a record of research work done by him during the period from April 1992 to March 2001 at Manonmaniam Sundaranar University, Tirunelveli.

The subject on which the thesis has been prepared is his original work and it has not previously formed the basis for the award to any candidate of any Degree, Diploma, Associateship, Fellowship or similar title.

The thesis represents entirely an independent research work done by the candidate under my supervision.

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March 30, 2001.

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STATEMENT BY THE CANDIDATE

I hereby state that this thesis entitled "A STUDY OF DEVELOPMENT PATTERN OF BOOK PUBLISHING ACTIVITIES IN TAMIL NADU" submitted to Manonmaniam Sundaranar University, Tirunelveli for the award of the Degree of Doctor of Philosophy is my original work and it has not previously formed the basis for the award of any Degree, Diploma, Associateship, Fellowship or similar title.

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ACKNOWLEDGEMENT

It is my delightful duty to place on record my sincere and deep sense of gratitude to my learned and illustrious guide and supervisor, Dr.R.Paul Mohan Roy, M.A., M.Lib.Sc., Ph.D., Former University Librarian, Madurai Kamaraj University, Madurai, for his unmatched guidance and inspiring encouragement in completing this work successfully.

I am gratefully obliged to all the members of our College Committee, officials of several libraries and Government departments, the members of the Booksellers' And Publishers' Association of South India (BAPASI), authors and readers for their very kind co-operation and help.

I wish to thank the staff of Connemara (State-Central) Public Library, Chennai led by Thiru S. Natarajan, especially for providing me with vital data.

It is my pleasant duty to thank Dr.C.N.Chidambaranathan, M.A., M.Phil., Ph.D., Principal, The M.D.T.Hindu College, Tirunelveli and all the learned and beloved colleagues of the M.D.T.Hindu College, Tirunelveli, for their kind encouragement.

My thanks are due to all the staff of Manonmaniam Sundaranar University, Tirunelveli for all the encouragement extended to me.

I feel immensely happy to thank Dr.E.Thirumalai Kumarasami,Ph.D., Dr.I.S.Kanthimathinathan,Ph.D., Dr.R. Elangovan,Ph.D., Prof. M. Veliah,,M.A.,M.Phil., and Thiru. R.Venkatapathy for their enlightening discussions and suggestions as well as for their physical strain in completing this work.

My special thanks are due to Thiru.Chandra Sekar and Thiru. Ravi Chopra, President and Secretary of Booksellers' And Publishers' Association of South India (BAPASI), respectively, for their very useful comments.

It is my joyous duty to thank Thiru. R.Muthu Kumarasamy, Managing Director, The South India Saivasiddantha Works

Publishing (TVL) Ltd., Tirunelveli and Thiru. Akilan Kannan, Vice- President, Booksellers' And Publishers' Association of South India for their excellent help.

My respectful gratitude is due in a large manner to my able father-in-law, Thiru.N.Thiagarajan,B.A.,B.L., Retired Deputy Collector. My eyes become pools of joyous tears as I recollect gratefully, the excellent co-operation given to me by my wife, Tmt.B.Gomathy, sons, B.Anand Namasivayam B.E., and B.Vinod Thiagarajan (B.E.) and all my family members.

I thank profoundly Thiru.P.H.Somasundaram for the neat computer execution of this work and Lakshmi Book Binders, Palayamkottai.

Tirunelveli,
March, 30th 2001.

Signature

TABLE OF CONTENTS

LIST OF TABLES

Contd.

LIST OF TABLES

Contd.

LIST OF TABLES

Contd.

LIST OF TABLES

Contd.

LIST OF TABLES

LIST OF ILLUSTRATIONS

LIST OF APPENDICES

LIST OF ABBREVIATIONS

BAPASI	Booksellers' And Publishers' Association of South India
CCF	Common Communication Format
CD-ROM	Compact Disc – Read Only Memory
CGR	Compound Growth Rate
CPL	Connemara (State-Central) Public Library.
CSO	Central Statistical Oraganisation
DPL	Director of Public Libraries
IIT	Indian Institute of Technology
IRDP	Integrated Rural Development Programme
ISBN	International Standard Book Number
LLA	Local Library Authority
LLRM	Log Linear Regression Model
LRM	Linear Regression Model
MIDS	Madras Institute of Development Studies
MLA	Modern Language Association
NBT	National Book Trust
PD	Publication Division

RBI	Reserve Bank of India
REC	Regional Engineering College
SA	Sahitya Academy
SEZ	Special Economic Zone
SLGR	Simple Linear Growth Rate
TMSSM	Thanjavur Maharaja Sarfoji's Saraswathy Mahal Library
TNTBS	Tamil Nadu Text Book Society
TNSRA	Tamil Nadu Societies Registration Act
TR	Trend Rate
TSA	Time Series Analysis
UNESCO	United Nations Educational, Scientific and Cultural Organisation
USIS	United States Information Service
VE	Value to be Estimated

CHAPTER I

INTRODUCTION

The pace and pattern of the progress of human civilization have been facilitated by a number of epoch-making discoveries and inventions. They are taking place in a sequential order based on necessities and resulting in the enrichment of practical utilities. Such occurrences justify the validity of the popular adage that necessity is the mother of all inventions. Essentially, similar path-breaking and fruit-bearing achievements are the result of hard work, ingenuity and sacrifice too. They are imprinted on the sands of time resounding the possible impact on and benefits towards the forward march of the human race.

Books and their Aspects:

Some interesting definitions and aspects of books deserve perusal for better understanding.

The word 'book' itself, which comes to us from the Anglo – Saxon word 'boc' is derived from an ancient word applied to the bark of trees.[1]

But, there is also a view that the word 'book' has been derived from 'boks' in (German), the wood of that tree usually providing the tablets on which runes were carved. A book has been either a written document or a record; or a written or printed literary composition. It may also be a volume of accounts or notes.[2]

The Oxford Advanced Learner's Dictionary of current English defines that a book is a set of printed pages that are fastened inside a cover so that you can turn them and read them.

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[1]Fedric Harrison, ***A Book about Books,*** (London: John Murray, 1943), p.2.

[2] Gangan Raj, Ed., ***Dictionary of Literary Terms***, (New Delhi: Anmol Publishers, 1990), p.24.

Further, it states that the book is a written work published in printed or electronic form.[3]

The Dictionary of Printing and Publishing states that a book is a set of printed sheets of paper attached together in a cover.[4]

The Merriam–Websters Collegiate Dictionary defines a book as a set of written sheets of skin or paper or tablets of wood or ivory.[5]

Book, in publishing, is defined by United Nations Educational Scientific and Cultural Organisation (UNESCO) for statistical purpose as a non-periodical printed publication of

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[3]A.S. Hornby, ***Oxford Advanced Learner's Dictionary of Current English***, (Oxford: Oxford University Press, 2000), p.131.

[4]P.H.Collin, ***Dictionary of Printing and Publishing***, (New Delhi : Universal Book Stall, 1990), p.24.

[5]***Merriam–Webster's Collegiate Dictionary,*** (U.S.A: Merriam–Webster, Incorporated , 1996), p.131.

atleast 49 pages excluding covers. But no strict definition satisfactorily covers the variety of publications so identified.[6]

The multi-faceted nature and designs of books are highlighted by many thinkers and writers.

Books are the legacies that human genius leaves to mankind to be delivered down from generation to generation as presents to those that are yet unborn.[7]

A book is basically designed to serve as an instrument of communication. Its unique feature is that it communicates silently between mind and mind or even between soul and soul. Without books, God is silent, justice dormant, natural sciences at a standstill, philosophy lame, letters dumb and all things involved are in darkness.[8]

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[6]***The New Encyclopedia Britannica: Micropaedia,*** (Chicago: Encyclopaedia Britannica Inc., 1982), V2, p.152.

[7]Addison,Compiled by Tryon Edward, ***The World's Greatest Quotations,*** (New Delhi: Crest Publishing House, 1999), p.53.

[8]Bartholini, ***The New Dictionary of Thoughts***, Compiled by D.D.Tryon Edwards,(NewYork: Standard Book Company, 1991), p. 52.

Books have an evolutionary process of birth and growth. The birth of a book is like the birth of a baby. It is planned. It is conceived. It is nourished. It is expected. Then it arrives. A well-written, well-produced book is like a child. A joy for ever.[9]

It is by books that mind speaks to mind, by books the world's intelligence grows: books are the tree of knowledge, which has grown into and twined its branches with those of the tree of life and of their common fruit men eat and become as Gods knowing good and evil.[10]

Books have a significant role to play as a sure source of data and information also.

The book is an instrument of change and development. It is not only an essential medium of education and communication but also a valuable source of culture and recreation.[11]

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[9] K.S.Duggal, ***Book Publishing in India***, (New Delhi : Marwah Publications, 1980), p.149.

[10] C.Kegan Paul and D.Raghavan, ***An Introduction to Book Publishing,*** (New Delhi: Institute of Book Publishing,1988), p.3.

[11] O.P.Khanna, "Is the Book Dying?", ***The Competition Master***, V: 42(4), November2000, p.320.

In every country and every period of history, books influence development and are in turn, influenced by the pace of development,. Thus, books end up being part and parcel of the development process.[12]

As far as a rational reader is concerned, it is not the number of books but the qualitative excellence that matters much.

The three distinct segments of the society can be identified as directly involved in the growth and development of books, i) the author ii) the publisher and iii) the general public. The publisher represents the *commercial interests*, the author projects the *creative aspects*, while the general public identifies books with *social and cultural progress*.[13]

The impact of the book on the civilized world has been incalculable in magnitude. It can be stated without fear of contradiction that our civilization is a product of what has been

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[12] D.Raghavan, ***An Introduction to Book Publishing***, (New Delhi: Institute of Book Publishing,1988), p.10.

[13] Ibid., p.6.

called 'the culture of the book'. Books affect us in thousands of ways. Each of our major religions has its sacred writings – texts that carry the morality and wisdom of ages past. Our educational system is built on the use of text books. Our political systems depend on books of law, history and geography. Books have provided entertainment as well as information and inspiration for people in all walks of life.[14]

Thus, books and their abodes, the libraries, constitute the real powerhouse of energy to realize the aspired goals of developing societies. The barriers of ignorance and illiteracy are removed by books to a large extent. They pave the way for the enrichment of man's finer qualities of head and heart. Experts feel that the process of humanization and the promotion of welfare are often speeded up by worthy writings with laudable messages.

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[14] Robert A.Carter, ***The History of International Book Publishing*, *International Book Publishing: An Encyclopaedia*.** Ed. Philip G.Altbach and Edith S.Hosino, (London: Fitzroy Dearborn Publishers, 1995), p. 156.

Organisation of Thesis:

This thesis is organised into six chapters in the light of specific objectives set for the study. A brief outline of the chapters is presented below:

Chapter One consists of **Introduction**. It carries an introduction, organisation of thesis, aspects and data relating to book publication activities, structure of the industry, contribution of printers, publishers and booksellers, the Indian scenario and the book publication activities in Tamil Nadu.

Chapter Two presents the **Methodology**. This chapter states the problem in brief, significance of the study, objectives of the study, methodology,concepts adopted (given as Appendix V), scope of the study, period of study and a few constraints.

Chapter Three is devoted to **Review of Literature**. It presents a brief review of previous studies and past literature.

Chapter Four deals with the **Profile of the Study Area**. It provides the leading geographical, social, economic, demographic,

cultural and educational characteristics of the study area to facilitate better understanding of the background conditions and aspects of the study undertaken.

Chapter Five carries the **Analysis and Interpretation**. In this central section of this thesis, analyses and interpretations of key variables of book publishing activities in Tamil Nadu between 1991 and 2000 are made. Explanations, illustrations and inferences are made by using necessary mathematical and statistical tools. A discussion on the opinions and views of the major constituents of the book industry is also presented. The problems and prospects of the book industry are examined. A simple forecasting exercise for key variables for 2010 is added.

Chapter Six gives the **Summary of Findings and Suggestions**. A summary of the findings of the study and a set of suggestions consisting of policy implications for the improvement of book publishing activities in Tamil Nadu and a conclusion are presented in this final chapter.

Book Publication Activities:

Book publication activities have gained remarkable significance and momentum over the years. They are indispensable in the book world.

Book publication is not a mere mechanical activity. It is an imaginative function with a scientific organization. They have grown up into an enterprising industry these days.

The publishing activities consist of a) Selection of proper subject matter; b) Choice of correct author; c)Fixing of suitable printing press; d) Editing the manuscripts effectively and e) Selling the books through wholesale and retail sellers.

A publisher conceives the subject matter for a publication, selects the correct author, edits the manuscript, arranges all the requirements for production and ultimately delivers books to the world. Lot of books originate from authors themselves who send their manuscripts or typescripts to the publishers. Some books are sponsored by institutions which send manuscripts by authors to the

publishers. Considerable amount of imagination, thinking and planning are needed in the publication process.

Above all, by exporting more titles to other countries, the publishers earn the much needed precious foreign exchange. Similarly, by substituting the imported books, they save a lot of foreign exchange payments. Thus, they play a significant role in export promotion and import substitution followed by conservation and addition of resources.

The printing press and printing technology have also undergone changes for the better, as a result of the efforts and hard work by enlightened entrepreneurs all over the world. Vast changes have taken place successively.

From the manual operations, a move towards mechanisation and automation has taken place steadily for the better over the years.

The unique feature of book publishing is that it can be both a lucrative business and a laudable service.

Publishing houses have the responsibility to function as the gateways of information, knowledge and entertainment.

There is nothing like publishing a good book written by a painstaking author, tastefully produced and seeing it purchased by a genuine reader.[15]

Publishing is a complex job which does not have a parallel in other industries. A publisher has to train himself for a wide variety of jobs, like dealing with sensitive authors and hard bargaining with paper suppliers, printers, wholesalers, distributors and booksellers.[16]

We live in the information age and our (knowledge) society has great demands on ideas, information and knowledge. While the demands keep changing with time, so do the needs for information to entertain, to learn, to think, to develop, to live better and to improve in every sphere of human endeavour.

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[15] K.S. Duggal, op.cit., p.9.

[16] D.N.Malhotra, ***Training for Book Publishing in Developing Countries: International Publishing Today,*** Ed. O.P. Ghai and Narendra Kumar,(New Delhi: The Bookman's Club,1984), p.83.

Publishing, in simple terms is the dissemination of ideals or information or knowledge to the public.[17]

A book publishing house has two sides to it. It is a business, like any other, and has to play in the material sense in order to live. But it is much more than a business; it is an institution; it reflects and it influences the life of a whole community and it may affect even wider destinies.

It is, in its way, an instrument of government. It plays on the minds and consciences of men. It may educate, stimulate, assist, or it may do the opposite. It has, therefore, a moral as well as a material existence, and its character and influence are in the main determined by the balance of these two forces. It may make profit or power its first object, or it may conceive itself as fulfilling a higher and more exacting function.[18]

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[17] P.K.Madavan, ***Careers in Publishing***, (New Delhi: Vikas Publishing House, 1999), p.3.

[18] C.P.Scott, Reproduced by Unwin Stanley Sir in "***The Truth About a Publisher***", (London: George Allen & Unwin Ltd., 1960), p.34.

Publishing is an integral part of the intellectual and cultural system of any country. It includes such diverse elements as book stores, printing establishments, universities, libraries, newspapers, radio, television and the cinema. In some countries, the intellectual system is highly complex and includes a dense assortment of institutions and agencies with mass audiences. In others, the system is rudimentary and limited to a small, educated minority.

There is also an international aspect to the intellectual system that includes the import and export of books. Publishing is only a small part of the intellectual system in most nations, particularly those that are highly industrialized and have a variety of accessible alternatives to books. Publishers compete with mass media particularly television for attention and for a share of the financial returns on the cultural product.[19]

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[19] P.G.Altbach, ***Publishing and Intellectual System***, *An Encyclopaedia,* (London: Fitzroy Dearborn Publications, 1995), p.271.

Books printed by movable types came into vogue only some 500 years ago. To Guttenberg in Germany goes the credit of giving birth to the art of printing by movable types. It is only during the last 100 years that publishing., as we know it today, has come to be practised and recognized as a distinct vocation.[20]

Books are an accepted source of dissemination and preservation of knowledge. This fact gives the book industry a unique place in national life. In addition to providing employment and generating national income like any other industry, the book industry has the potential for improving the mental capability. Good books can provide a direction to mental activity which, in the absence of some suitable occupation, could take recourse to frustration, inaction or destructive acts.[21]

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[20] D.Raghavan, op.cit., p.3.

[21] Sitesh Aloke, ***Study of Book Industry,*** (New Delhi: Vikas Publications,1990), p.9.

Publishing, like medicine, is a noble profession; it has to be pursued in a spirit of dedication.[22]

At the initial stages, book publication was in a modest scale as the organizational arrangement was at the elementary level then.

Book sellers had even taken books as head loads and sold them. Then small vehicles were used. After sometime, certain sale points with walls and roof appeared. They were temporary. The daily or routine general market were also utilized by book sellers. It took long years for the coming up of the modern type of book shops. The sale of books was given a commercial touch and subsequently it became a trade and business. A market mix and the marketing channel could be identified clearly as years rolled on.

Such informative data are visualized in the charts provided.

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[22] K.S.Duggal, op.cit., p. 99.

Chart:1 DISTRIBUTION CHANNEL

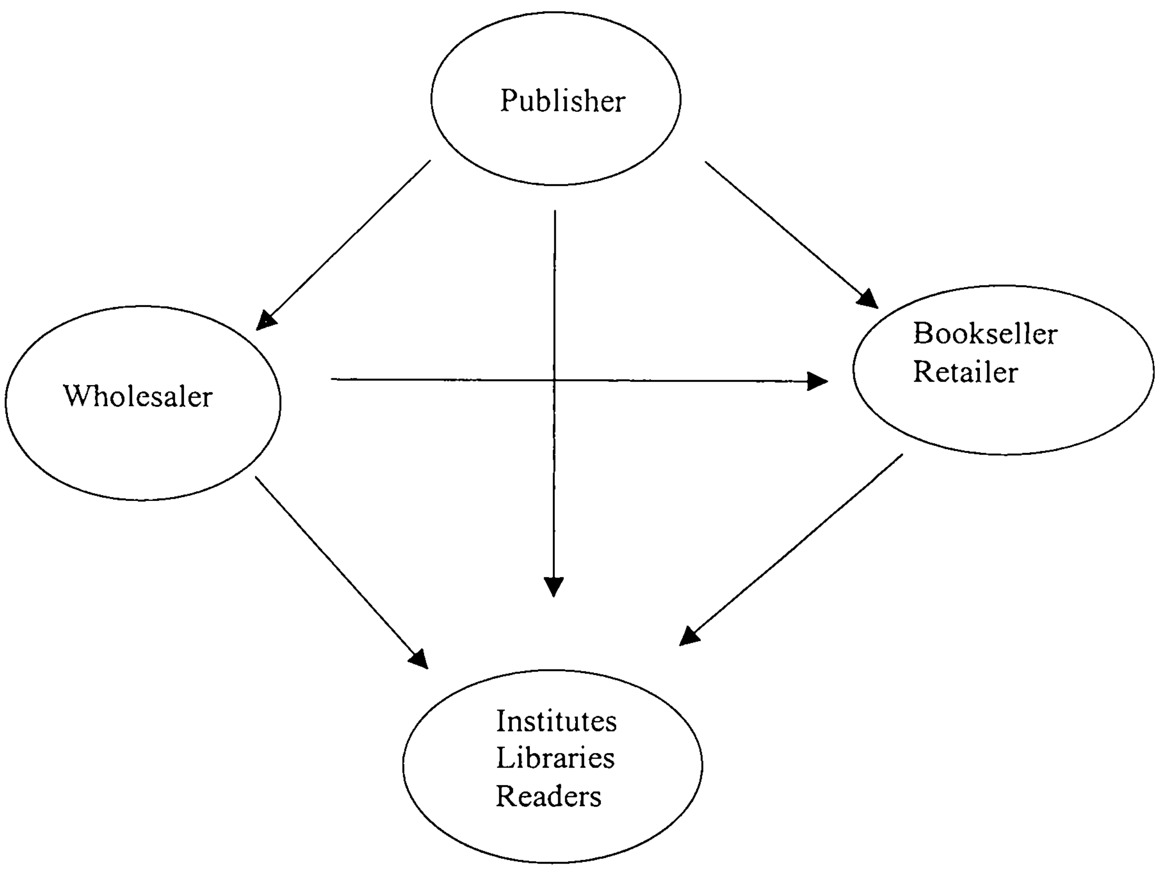
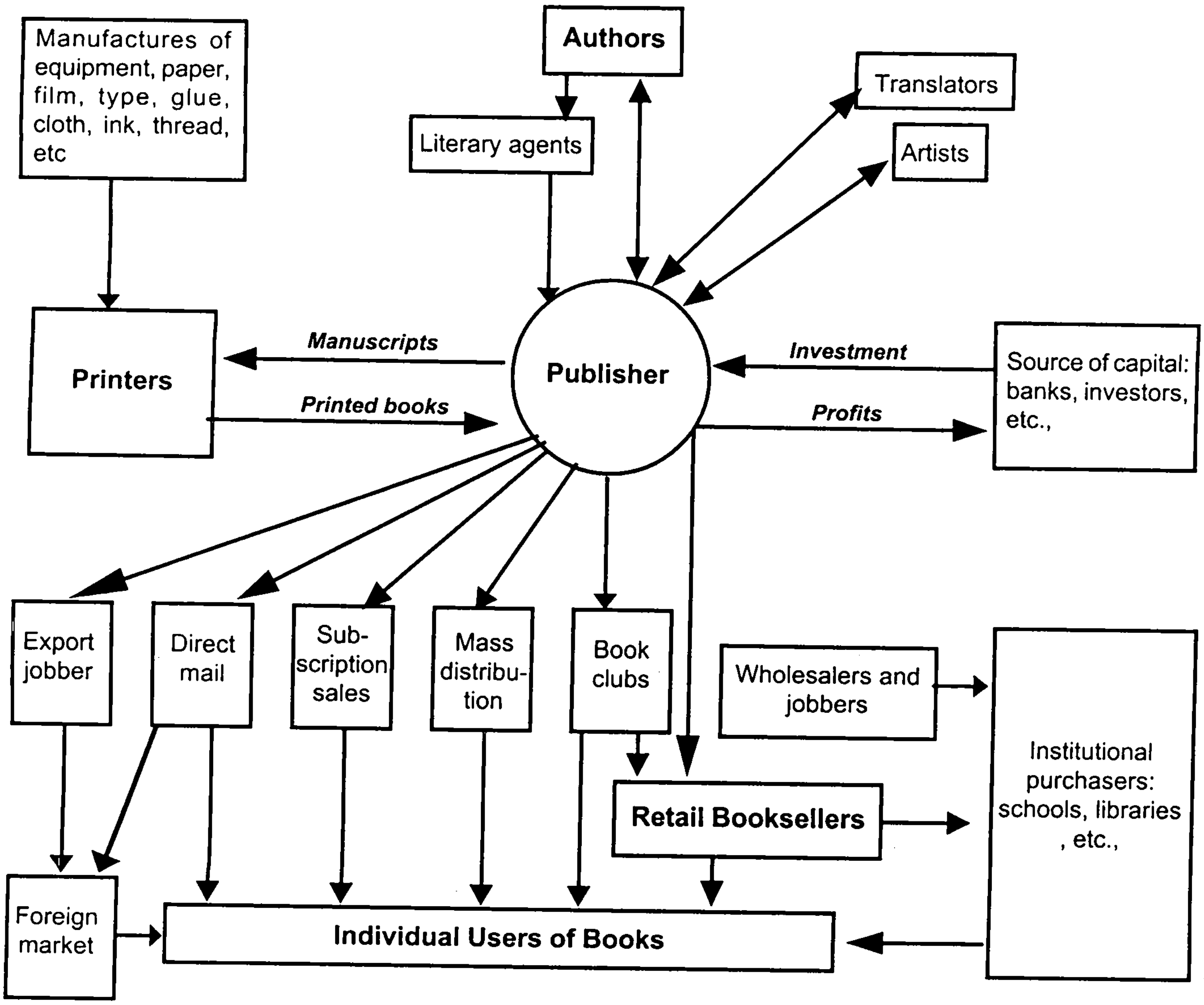


Chart : 2 THE BOOK INDUSTRY



Source: Datus C.Smith, A Guide to Book Publishing (New Delhi: Oxford and IBH Publishing Co. Pvt. Ltd., 1989), p.17.

The conditions have changed gradually and now more infrastructural facilities are added and updated. Such encouraging changes and trends are reflected in the several publication activities all over the world.

Publication can be regarded as an activity, organization and even industry. Many national governments have accorded publication activities the status of an industry. In India also, such a recognition as a small scale industry has been given to the publication sector.

There are certain clearcut aspects and stages in publication. Firstly, a subject matter is to be chosen. Then, the suitable author or authors will have to be identified and contracted. As the manuscript becomes available , the work of editing is to be carried out. Appropriate printing and binding with the budgeted materials are to be carried out in the next stage. Finally, the actual sale process starts through wholesale and retail networks. It goes without saying that the market morphology has to be well studied and pricing with profit levels expected is to be made.

Though the above statements seem to be a little simple, a number of permutations and combinations will have to be worked out by the publishers.

The inputs are to be selected and secured suitably by the publishers. The major inputs are the authors' contribution, printing materials, advertising and sales promotion. Adequate skilled, semi-skilled and unskilled labourers are to be employed at several levels. Sales representatives also play vital roles these days.

The publishing scene from the traditional conditions to the modern standards is marked by marginal transitions and structural transformations. Individual equilibria and social optima have to be evaluated and publication activities are to be designed appropriately.

The evolutionary process of development of the printing press reveals the use of the oldest lino printing metal, monotypes, linotypes, intertype, photocomposition, planography, lithography, computer typesetting, screen printing, desk top publishing, laser

printing and the latest Compact Disc – Read Only Memory (CD-ROM), internet and e-books.

The recent methods of modernization and rationalisation offer a number of benefits like quick or fast execution of work, cheap revision facilities, colourful printing, high quality, materials and above all cost reduction.

Factors which Influence Book Publishing:

Many factors and forces determine the size and style of book publishing activities. The general social, economic and even the cultural environment and also the habits of the public to visit libraries and read books, count much.

Assuming the existence of adequate authorship, the survival of a publishing industry depends on the influence of many factors, which may be categorized into two broad groups, namely, basic social factors and industrial factors. While the first group includes literacy rate, per capita income and the library system, the second group comprises of adequate flow of finance, adequate printing

capacity, existence of a well knit distribution system and development of personnel to serve the industry. Broad educational policies of the government tell upon the impact of the basic social factors. But the industrial factors could be levered by the determined effort of the components of the publishing industry.[23]

Page 21......

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[23] S.Ganesan, ***Indian Publishing Industry: An Analytical Study with Special Reference to Publishing in Regional Languages***,(New Delhi:Sterling Publishers (Pvt) Ltd., 1992), p.53.

Structure of Publication Industry:

The general structure of publication industry in India presents a mixed character. There are very tiny units and also very huge multinational companies in the field. Small scale and medium scale units are common. Multinational collaboration is also found.

India has a mixed economy. In keeping with that as the basic feature, there are government, both central and state, printing and publication units, private sector printing and publication units and cooperative printing and publication units. A large number of religious and non religious trusts and readers forums also publish books.

A classification of publishers on the basis of the type of organizations reveals that there are sole proprietorships, partnerships and joint stock companies in action. The sole proprietors are more popular than others in this field.

Organizationally, there are also three distinct sectors of publishing activity. They are: i) Trusts, Bureaus, Academic

Foundations, Councils, and Directorates operated by the Central Government ii) State Government bodies such as autonomous societies, Institutes, Corporations, Education Departments and University presses concerned mainly with the production of text books and research materials; and iii) private publishing agencies. Since all the three are of equal importance in a federal set-up under a mixed economy, we are face to face with a variety of agencies and entrepreneurs working towards a common purpose without a visible link binding them together. We can see the trees but the general landscape escapes attention.[24]

The book publication industry provides employment opportunities to skilled, semi-skilled and also unskilled labourers. It is a fertile area which ensures decent employment for hundreds of workers with reasonable and regular wages. An interesting feature is that the workers can earn and also read or learn whenever possible. In no other job, such a pleasant coincidence is found.

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[24] D.Raghavan, *op.cit.,* pp.15-16

Contribution of Authors, Printers and Booksellers:

Authors, printers and booksellers are part and parcel of the publishing industry. Their contribution is immeasurable in the sense that even if one constituent makes a delay or does not co-operate, the entire process and system will suffer considerably.

An author is the cornerstone of the structure.

In the same manner, printer and seller also make valuable contributions towards the production and sale of books. The quality of printing has a vital impact. Similarly, the functions of the wholesale and retail sellers count much. As most readers keep in touch with book sellers, their relationship is a parameter of some importance.

In printing, importance is to be given not only for the introduction of new letter types but also to the modernization of plant and machinery. Sophisticated printing technology is to be followed. The workers are to be trained properly in latest applications. Printing after all is both an art and science.

These three 'players in the game', author, printer and seller serve the society well, and their real contribution is the high spirit of exploration of new ideas, issues and problems and dedication so that the readers feel the pulse of the evolving silhouettes of intellect.

The inevitable importance of authors and printers has been identified by the publishing industry.

The author is the creator or formulator of the ideas to be given to the world through a book. He is the arranger of the words, pictures, charts, tables and so forth, in which the ideas are to be presented.[25]

The mental outlook widened with better human instincts and mutual understanding. A new world culture came into being, throwing out old irrational ideas and practices. And printing proved to be the most important innovation for modern progress.[26]

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[25] Datus C.Smith, ***A Guide to Book Publishing,*** (New Delhi: Oxford and IBH Publishing Co.,Pvt.,Ltd., 1989), p.7.

[26] P.A.Mohanrajan, ***Glimpses of Early Printing and Publishing in India,*** (Madras: Mohanavalli Publication, 1990), p.1.

The printer is the manufacturer. The printer receives the manuscript from the publisher, composes and prints and binds an edition and sends the manufactured book back to the publisher.[27]

Book sellers are the people who function in the real market. They will have to adopt better and still better methods and techniques of marketing books. As seasons change, their activities also change.

The bookseller receives the books directly or indirectly from the publisher, buying them at a discount and sells them to purchasers in a bookshop or in other ways. The bookseller is customarily the last person before the final purchaser in the chain that begins with the author.[28]

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[27] Datus C. Smith,op.cit.,p.11.

[28] Datus C.Smith, Ibid, p.15.

Indian Scenario:

India can pride herself on having a praiseworthy past, proud present and promising future as far as the book publication activities are concerned. The wisdom of experience and the impulse of enthusiasm seem to have been well blended in the pursuits of Indian publication units.

The Indian publishers are actively engaged in the publication of titles in local, regional, national and international languages. An adequate number of revised and reprint editions are periodically made available to meet the market demands.

From the days of the ancient palm leaves to the present most modern CD-ROMs (Compact Disc Read Only Memory) and e-books, utilizing manual, mechanical, electrical and electronic technologies, a long journey of exploration and adventure can be perceived.

Deluxe, hard bound, paperback and cheap editions are all made available to suit the aspirations, taste and purses of the diversified types of readers.

The book publishers in India play a vital role in the political, social, economic and cultural life of the people. Their contribution towards the identification, introduction and transfer of information, knowledge and provision of entertainment has been invaluable. The upliftment of the society itself is to some extent, influenced by the publication sector.

Book publishers constitute a major segment of the knowledge world. They undertake adequate efforts to make available essentially needed titles and update them suitably well. They are central to the life, central to the functions and central to the success of many other branches of the society.

India has been a well recognized pioneer in a number of fields. She has a unique and proud place so far as the knowledge world is concerned.

India has known mathematics for centuries. It has contributed 'Zero', above all. Its literature in several languages including Sanscrit and Tamil and arts (both fine and graphic) have been unique. Its tradition of bringing out written material (from the ancient palm leaves onwards) has secured itself a meritorious place in the world of book publishing activities.

The Portuguese first landed in India in 1498 and subsequently some of the other European countries came to India. Unlike the other European countries who were mostly concerned with their trade and later consolidation of territories, Portugal was interested in spreading her religion. So, it was Portugal which first introduced printing in India in 1578 and Tamil is the first Indian language which got into print.[29]

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[29] David Packiamuthu, ***Printing and third Publishing in Tamil 1700-1900, Proceedings of the Fifth International Cconference – Seminar of Tamil Studies, Madurai – Tamil Nadu –India*** Ed.M.Arunachalam,(Madras: International Association of Tamil Research, 1981), p.7c-21.

The world of books in India is like a kaleidoscope of various hues and colours of the vibrant publishing activity in eighteen Indian languages.[30]

`Padre Henrique Henriques (1520 – 1600) collected funds for making a Tamil press and was the first to print Tamil books which established his name as the 'Father of the Tamil Press'. The three books he printed in Tamil are *Tampiran Vanakkam* (1578), *Kricittiyani Vanakkam* (1579) and *Flos Sanctorum* (1586).[31]

In India, the first printing unit was established in Goa in 1577. The first book published in India was 'Doctrina Christam' from Goa in 1577. In the very next year, 1578, 'Tambiran Vanakkam', a Tamil translation of 'Doctrina Christam', was published.

The first improved type of printing press in India was set up in Tranquebar in Tamil Nadu in the year 1713.

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[30] Vishwa Nath, President, D.N.Malhotra, Ed, ***50 years of Book Publishing in India Since Independence,*** (New Delhi: The Federation of Indian Publishers, 1998), p. 9.

[31] Contribution of Foreign Scholars to Tamil, ***Encyclopaedia of Tamil Literature***, V.I., (Madras: Institute of Asian Studies, 1990), p.367.

The Jesuit Fathers played a major role in the establishment of printing presses in India.[32]

In 1835, the acting Governor General came forward to liberate the printing press from the administrative brakes. As a result, 1219 titles were published in Tamil Nadu between 1713 and 1900.

Print Media in India has undergone a revolution in the last 20 years. It has advanced in all aspects including layout and visual display. It is becoming more challenging and competitive in nature. It has grown enormously in quantity and variety. The print media in regional languages as well as English has developed.[33]

The early twentieth century witnessed universities being opened and colleges started in all the States. As the number of students in schools and colleges is increasing, British publishers came forward to meet the demand for text books.

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[32] D.N.Malhotra, Ed, ***50 years of Book Publishing in India Since Independence***, (New Delhi: The Federation of Indian Publishers, 1998), p.22.

[33] Uma Joshil, ***Text Book of Mass Communication and Media***, (New Delhi: Anmol Publications Pvt Ltd., 1999),p.27.

In India, three classes of publishers can be identified. The first consists of those who publish in English only; some of these have attained national coverage and enjoy representation abroad. The second category covers those who publish in the Indian languages and in English. These are limited to particular regions and states. Some of them are capable of achieving national coverage in the natural course of development. The third class of publishers are those who bring out reprint editions of foreign books in original or in translations.[34]

Today, Indian publishing is one of the greatest in the world and India can be counted among the first seven publishing nations.[35]

Among the leading publishers in India, the National Book Trust (NBT) and Sahitya Akademi are significant. They are autonomous organizations engaged in the publication of

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[34] D.Raghavan, op.cit., p.15.

[35] D.N.Malhotra, op.cit., p.10.

valuable books in all Indian languages and also in English. The Publications Division of India under the control of the Government of India has been in charge of the publication of government reports, census, year books and journals.

In India , the paper and paper products and printing , publishing and allied activities enjoy 2.65 per cent weightage in the industrial structure. The quick estimates made by the Central Statistical Organization (CSO) of the Government of India are reproduced in the Reserve Bank of India Bulletin.[36]

According to the above, the group wise production index of this sector was 108.6 in 1994-95 and 173.9 in 1999-2000.

These figures reflect an increasing trend in the indices.

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[36] Government of India, ***Reserve Bank of India Bulletin***, (LIV(6) June 2000), pp.568-569.

Place of Tamil Nadu in the Book Industry :

Tamil Nadu is one of the fast progressing States in the Indian union. It has been a leader in the field of book publication also. Tamil Nadu, having a comparatively high literacy rate, sound and strong educational organisation and institutional set-up, the rate of book utilisation is here obviously found to be reasonably very high.

Tamil is the first Indian language in which a book was published. It was printed and published in Goa in 1578. One of the first printing presses in India was setup at Punnaikayaal near Tutukudi in Tamil Nadu in 1713. Tamil Nadu has won the first rank among all the States of the Indian union as far as book production is concerned.[†]

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† Source: Records of Connemara (State-Central) Public Library, Chennai

The book publishers of Tamil Nadu have been evincing great interest in the publication of books in Tamil, English, Telugu, Malayalam, Kannada and other major national languages.

A good number of titles are published covering a variety of topics and subjects. Qualitatively, the deluxe, hard-bound, cheap and students' cheap editions are made available. Reprints and revised editions also are brought out according to demand. Tamil publishers also export books.

Speaking of modernisation, Tamil Nadu has been able to adopt the recent technological marvels in this field. The use of computer and computer based aids has been duly understood by the publishers of Tamil Nadu and they are willing enough to innovate. Improvements have been perceived in almost all the branches of book publication like printing and publishing .

It is widely felt by experts and publishers that Tamil Nadu is well poised for a technological take-off in publication activities and set a model for others to follow.

The overall picture of Tamil publishing is quite satisfactory despite a few problems.[37]

[37] Akilan Kannan, **Publishing Scenario,** Reproduced in D.N. Malhotra, Ed., *50 years of Book Publishing in India Since Independence*, (New Delhi: The Federation of Indian Publishers, 1998), p.116.

CHAPTER II

METHODOLOGY

The methodology adopted for a research exercise is considered to be as significant as the very problem studied therein. A number of successful research scholars have felt that the selection of the right type of methodology is vital for a research work. This chapter presents briefly the methodology adopted in this study.

Selection of proper research method is a very crucial problem. If a wrong methodology has been adopted for completing a piece of research, the results are bound to be vague, implausible and unscientific. The methodology for any research study is drawn in a careful examination of the available literature and depending to a large extent, on the imagination and a long-term vision and understanding of the researcher.[1]

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[1]A.N.Sadhu and Amarjit Singh, ***Research Methodology in Social Science,*** (Bombay: Himalaya Publishing House, 1989), p.45.

This part of the research design outlines the entire research plan. It describes just what must be done, how it will be done, what data will be needed, what data gathering devices will be analysed and conclusions reached[2].

A purposeful and workable methodology is a strong pillar of the research structure. So, adequate importance is to be given to the same.

Statement of the problem:

Books and their publication have become an integral part of modern functional societies. Books are considered to be one of the sure assets of mankind. The contributions made by valuable books and journals are many in number and truly path-breaking in character. With a glorious history of evolution and popular mass appeal, books occupy a significant place in any dynamic society. Several types of books with a sophisticated coverage and get-up

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[2]John W.Best, ***Research in Education***, (New Delhi: Prentice Hall of India, 1977),p.28.

have been constantly by flooding the markets in deluxe, hard bound, paperback and popular editions. Indeed, the role played by good books and their publishers has been remarkably significant these days. To mention a few types, there are reference books, entertainment books, children's books, text books and books for general reading. Similarly, books are published in local, regional, national and international languages according to the changing demand for them. The rapid improvements and transformations taking place in modern societies are often much facilitated by book publishers.

The book publishing activity has a number of stages. Among them, planning, writing, editing, printing, publishing, selling and arranging for further research and development are the major ones. In order to perform all these functions, the publishers should have a thorough knowledge of the industry and the necessary skills to comply with the demands of modern times. In this context, book publication activities come out of the narrow frontiers of business and emerge as a signal input of a service syndrome ultimately.

Essentially, book publication has been both an art and a science apart from being a business and a service.

In accordance with the changing times, circumstances and business contours, the parameters of publication have also undergone vast corresponding changes. The calibre of the society, the maturity of the economy, the stability of the political system, the claims of cultural heritage and the high ambitions of the people to learn, assimilate and update knowledge have been some of the basic determinants of book publishing activities and trends. Extended information, enriched knowledge and enhanced entertainment are the immediate 'gifts' conferred by the book publishers on the society. Such a sector of crucial importance receives various levels of response and support from the government and the society at large. It is obvious that the knowledge industry is being activated by the authors, publishers, sellers and above all the readers. In a wider perspective, a consultancy service can also be included. If writing is the root of the book world, publishing is the fruit.

Tamil Nadu is one of the fast developing states in the Indian Union. This State enjoys many proud firsts in the world of books.

The literacy rate is comparatively high, Literature in the Tamil language is admired and regarded as one of the top ranking intellectual treasures of the world. Centres of higher learning, schools and libraries have grown both quantitatively and qualitatively and have been attaining higher levels of functional optima. As such, a congenial climate prevails for the book industry in Tamil Nadu to a great extent.

The book publishing activities of Tamil Nadu have developed well in terms of volume and variety. The 'study effects and spread effects' have been systematically strengthening the efforts of the publishers. Right from pre-kindergarten to post-doctoral academic pursuits, Tamil Nadu has been able to make its mark in a remarkable manner as far as books are concerned. As found in the study period (1991 to 2000), the number of publishers in Tamil Nadu forms a considerable proportion in the national total and has maintained an increasing rate of growth. Among the states in the Indian Union, Tamil Nadu enjoys the first place in book production[†]. The literacy rate in Tamil Nadu has not been the

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†Connemara (State-Central) Public Library, Records.

highest among Indian states; however, the habit of reading is widely prevalent in the state. The fire of reading and learning among a considerable section of the population in Tamil Nadu adds the necessary fuel to keep the publishing mechanism functioning effectively.

The publishers in Tamil Nadu do not generally confine themselves to bringing out Tamil titles alone. They are able to make their mark in the production of English books and a few Hindi, Telugu, Malayalam and Kannada books also. This sophisticated nature of Tamil Nadu's publishing industry can easily be understood by the strategic strides made in terms of modernization and rationalization. Consequently, the extent of market has touched the frontiers of foreign nations also. Export potentials are just modest and performance has wider scope.

The output from Tamil Nadu's book industry has become competitive by means of reduction of costs, promotion of quality and expansion in sale volume. In many titles, the international standards comprising the use of electronic instruments and appliances could be discerned.The knowledge industry has

registered a reasonable rate of growth particularly after the 'operation floodlight' efforts.

On the basis of types of organisation, Tamil Nadu has sole proprietorship, partnership, corporate agencies, co-operative units and government and also quasi-government book publishers. The roots of co-operation are yet to become deeper and wider in the field. The Government sector also will have to concentrate more in this area. On the whole, the developmental pattern of book publishing activities in Tamil Nadu seems to be reasonably satisfactory but offers greater scope for a still accelerated performance. As found in any other area, in this field also there are problems and hurdles.

There are a few instances of labour trouble. Paucity of funds has its own stagnating effects. Gluts have not been uncommon in the industry.

Frictions and restrictions have their own share. Above all, the absence of adequate incentives and necessary encouragement seems to retard a possible still higher rate of

growth and pattern of development of the book publishing sector to some extent.

This study attempts to highlight the salient features and assess the pattern of development of book publishing activities. The requirements for a more sustainable and speedy development of the sector are studied. The strengths and weaknesses of the book publishing industry have been examined by utilising suitable tools of analysis like trend and compound growth rate estimates for certain key variables. The contribution made by Tamil Nadu's book publishers between 1991 and 2000 is assessed. The opinions and views expressed by authors, publishers-cum-sellers and readers are analysed to understand their problems. A simple forecast of key variables for 2010 is presented assuming that other things remain the same(*ceteris paribus*). By way of summing up, a few measures for the better performance of the industry are advanced.

Significance of the Study:

The theoretical and practical importance of this research exercise is well established. This is a study of a very vital sector of the corporate living of the people of Tamil Nadu. Books form the

veritable basic source of expanding information, knowledge and entertainment and a valuable part of life. It is a crucial and a necessary area of study. In technical parlance, books enjoy both value-in-use and value-in-exchange. Essentially, books form the means and also the ends. It is a spectacularly unique feature. The widespread nature of any book depends on its aspects of publication. Publication should be prompt, timely and attractive in character. A continuous flow of publications is a prerequisite for the enriched performance of the industry. Accordingly, the book publishing activities are really significant and an objective research exercise is highly imperative for the right type of development of the same. The strengths and weaknesses of the book publishing activities of Tamil Nadu during the last decade deserve the attention of researchers and an objective analysis is bound to enable the removal of certain grey spots and enrichment of the bright desiderata as well.

Naturally, the topic deserves a research treatment. It is sufficiently amenable for application of suitable tools of analysis. The scope for interpretation of data and exploration of new facts seems to be adequately wider.

The researcher believes that a simple forecasting of key variables for 2010 assuming 'other things being equal' (*ceteris paribus*), shall be useful in making certain approximations.

This exercise shall not be academically interesting alone, but also rigorously relevant in the light of changing technological scenario of the state. One can be reasonably optimistic that this study can serve as an energetic escalator for future academic pursuits. It may be said that this topic is theoretically sound, analytically feasible and socially desirable as it is expected to add more to explorative and creative types of knowledge and is not going to confine itself to the repetitive and reproductive types of knowledge. Thus, this study, it is hoped, enjoys abundant significance and hence the justification in these days of electronic revolution.

Objectives of the Study:

The overall objective of the study is to analyse and assess the development pattern of book publishing activities in Tamil Nadu during the previous decade. The following are the specific objectives of the study:

i) to highlight the nature and salient features of book publishing activities;

ii) to study the development pattern of the book publishing industry;

iii) to compute and interpret the trend and compound growth rates for key variables,

iv) to evaluate the contribution made by book publishers and the opinions and views expressed by a cross section;

v) to examine the problems and hurdles faced by the industry;

vi) to make a simple forecast of key variables for 2010 and

vii) to advance necessary suggestions for the improvement of book publishing activities in Tamil Nadu.

Methodology Adopted:

This is an explorative and diagnostic research exercise of a vital, social and educational problem at the state level. It includes analyses, inferences and forecasts.

To have a comprehensive study, both primary and secondary data are made use of in this work. Necessary structured questionnaires have been utilised adequately. Several books, published reports, seminar papers, articles and media comments are used in the analyses and interpretations. Opinions and views of

concerned sections of the book world have been collected and inferences drawn.

Adequate statistical and simple mathematical tools like averages, rates, ratios, percentages, tables and illustrations are employed to have a clear understanding.

The trend and compound growth rate estimates are computed for significant variables. A linear regression model $Y_c=a+bX$ and a log linear regression model Y= a+b (alpha+beta) are used where x is the time period and a and b are parameters to be estimated.

The statistical data used in this study belong primarily to

a) Booksellers' And Publishers' Association of South India (BAPASI) directories, handbooks and reports;

b) Accession registers and records of Connemara (State-Central) Public Library(CPL), Chennai which is one of the four copyright libraries in India to which all publishers in India should, by government order, send concurrently one copy each of their published materials and

c) Records of the Government of Tamil Nadu at several centres.

In order to estimate the forecast values of key variables for 2010, simple linear growth rates are worked out by using the following formula:

$$\text{Value to be estimated in 2010(VE)} = \text{Maximum in study period} + \frac{(\text{Maximum} - \text{Minimum})}{\text{Gap (9 years)}} \times 10$$

The difference between maximum and minimum values is divided by the gap (9 years) to find out the linear growth rate. The estimation is for another 10 years namely upto 2010. So, the linear growth rate is multiplied by 10. The resulting value is added to the value found in 2000, which is the maximum in the study period. That gives the value for 2010. This estimation is

made on the classical assumption that 'other things remain the same'(*ceteris paribus*).

The researcher is aware that things do not 'stay the same' always in any field of human existence. 'Change' is the only feature without change. Actions, reactions and interactions are always there. Still, the assumption, '*ceteris paribus*' is used with abundant precaution in this forecasting exercise.

In this context, '*ceteris paribus*' is associated mainly with factors like a) technology b) inventions c) mental attitudes d) natural calamities e) legal barriers and f) human habits.

It is obvious that when the above factors are assumed to be conducively constant, the forecasted values are possible and true. A change in any factor may make the findings unrealistic. So, it has more theoretical than practical importance.

The researcher has collected data from Booksellers' And Publishers' Association of South India (BAPASI) and Connemara (State-Central) Public Library (CPL), because they enjoy comparative comprehensiveness and authentic dependability. Data are collected manually and processed further electronically by using computers.

A list of all the members of the Booksellers' And Publishers' Association of South India (BAPASI) is appended (Appendix I).

The researcher has conducted a few random personal interviews to collect some opinions and views of authors, book publishers, sellers and readers because opinions and views serve eminently well in arriving at comprehensive conclusions.

The schedule for authors, publishers and booksellers and readers are provided in appendices as Appendix II, Appendix III and Appendix IV respectively.

The researcher had contacted 50 authors and 197 publishers and sellers who are the members of Booksellers' And Publishers' Association of South India (BAPASI). Some 100 readers were also contacted. Necessary structured questionnaires were employed to collect the required information.

The researcher sent questionnaires to 50 authors selected at random as samples. All the authors responded promptly.

As far the book publishers and sellers are concerned, all the 197 members of the Booksellers' And Publishers' Association of South India (BAPASI) were contacted and their response was 100 per cent.

A stratified group of 100 readers were chosen for interview and discussion. Stratification was done considering their gender and age. Firstly, 50 male and 50 female readers were selected. Then, each 50 readers were divided into five groups of 10 each considering their age. Five sub-sections as between 21 and 30; 31 and 40; 41 and 50; 51 and 60 and above 61 years of age were formed. It was a random choice.

Scope of the Study:

This state level survey study has an investigative stress with an explorative goal. It covers the book publishing activities of all the Tamil Nadu area members of the Booksellers' And Publishers' Association of South India (BAPASI) who form a single majority in the State. The major book publishing activities like planning, printing, publishing, marketing and arranging for further promotion are studied. Several types of books, except those in braille, published by members of the Booksellers' And

Publishers' Association of South India (BAPASI) are included in this study.

Period of the Study :

This study covers a period of 10 calendar years from 1991 to 2000 (both years inclusive).

Concepts Adopted:

A brief statement of the meaning of key concepts as adopted and used by the researcher is given in Appendix V

A Few Constraints:

This researcher was able to collect almost all required primary and secondary data. There was a high degree of co-operation from the authors, publishers, business community and the reading public. However, a few documents could not be traced. In the same manner, some of the samples

have not come out fully with the necessary information and they were hesitant to present their opinions and views adequately. On the whole, the constraints are minor and simple in their nature. The researcher could amply understand, assimilate and infer the essential inputs needed for an objective investigation of the problem.

CHAPTER III

REVIEW OF LITERATURE

Research on the pattern of development of book publishing activities in a region is significant in these days of 'operation floodlight'. The several aspects relating to this field merit serious investigation. Aspects and issues relating to publishing indicate a positive spectrum that reflects cultural progress of the region. Certain excellent insights are made possible by them. Historically speaking, some systematic and continuous efforts have been made at the regional, national and international levels.

Books and libraries constitute key inputs in the expansion of literacy and knowledge. On the basis of this premise, a number of academic studies have been made and completed successfully. But research on book publishing has not received its due attention in South India.

Modern researchers, government departments and authors evince great interest in studying the problems and prospects of the book publishing industry. Some of the previous studies serve us

well in understanding the work done so far, and they also point out the work yet to be done and the scope for further investigation. The present research work is a unique and pioneering one as far as its scope, the methodology adopted and the region taken are concerned.

A number of research studies have appeared over the years. A review of previous studies and the past literature is presented below:

Clive Bingley[1] published a book on 'Book Publishing Practice', which gave importance to the evolution and landmarks regarding the publishing practice particularly in North India when the industry was just in the infant stage. He had brought out the crucial contours in a clear manner. The problems, which confronted the industry, were also discussed. This work was significant to the publishing industry in the sense that it had systematically focused on vital points. At that time, it was a significant contribution in the field of book publication.

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[1]Clive Bingley, ***Book Publishing Practice,*** (Bombay: Willis, 1966).

T.V.Kunhikrishnan[2] brought out an edited work titled, 'Book Development: Some Current Problems'. In that book, the problems of the sixties were well dealt with. The contents had intellectual objectivity and commercial thoroughness. A few writings had been really scholarly as they could touch the roots of the problems and make proposals for accelerated advancement. The critical remarks made by the editor seemed to be a little discriminatory in tone.

M.N.Rao[3] brought out a manual on book publication. The requirements of book publishing field, the levels of satisfaction, the inbuilt incentives and the open and hidden challenges relating to the publication work have been enumerated carefully. An honest effort to offer suitable solutions has been carried out by the author. A few case studies have been chosen for discussion. This work throws light on some of the comments and opinions commonly voiced on publication.

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[2]T.V.Kunhikrishnan, Ed., ***Book Development: Some Current Problems,*** (New Delhi: Federation of Publishers and Booksellers Association of India, 1969).

[3]M.N.Rao, ***The Book Publishing Manual,***(New Delhi: Federation of Publishers and Booksellers Association in India,1974).

Philip G. Altbach[4] made the first systematic study on the Indian publishing industry. That study was largely concerned with the publishing in the third world, with special reference to countries like India. In that work, the author has discussed the role of publishing in the intellectual system of the society, identified special problems and interviewed leading publishers to draw inferences.

The National Council of Applied Economic Research (NCAER)[5] conducted a comprehensive work on the Indian publishing industry. The several facets of the book publishing industry in India were covered. The main facets were preparation of manuscripts, printing, publishing and distribution. The survey provided very useful information. Similarly the problems faced by the publishing industry were discussed.

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[4]Philip G. Altbach, ***Publishing in India-An Analysis,*** (Delhi: Oxford University Press,1976).

[5]National Council of Applied Economic Research, (New Delhi: ***Survey of Indian Book Industry,*** 1976).

Adavan Sundaram[6] had edited a number of research papers presented in a seminar conducted in 1977 by the National Book Trust (NBT). That edited work contains expert papers which discussed a majority of the aspects of the Tamil publishing industry and highlighted much relevant information relating to Tamil publication. The authors of the papers were authorities in their own fields and they had come out with perspectives and parameters which can play a prominent role in promoting the publication pursuits.

K.S.Duggal[7] had worked on book publishing in India with a stress on several requirements, problems and rewards pertaining to the publication activities. An extensive analysis of a wide variety of the books published formed the highlight of his work. A number of interesting quotations and comments were found in the work. To have a sample, a clever distributer remarked, "When people don't read authors in the original, how are they

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[6]Adavan Sundaram, Ed., ***Tamil Publishing in Next Decade*** (Tamil), (New Delhi: National Book Trust, 1978).

[7]K.S.Duggal, ***Book Publishing in India,*** (New Delhi: Marwah Publications, 1980).

going to read them in translation? It is a shadow of a shadow". Similar thought provoking and light throwing observations abound in this work. He had examined books on the bases of language; age of readers; nations and publishers. The role played by technology in promoting publication endeavours had been duly acknowledged by the learned author. The comprehensive nature of this work deserves special note and its assistance for transformation could easily be rated as excellent.

D.N.Malhotra and Narendra Kumar[8] have studied the position and performance of the Indian publishing sectors since 1947. This work carries useful notes and valuable guidance for the newcomers. The problems relating to Indian publishing world also have been discussed and evaluated with a masterly objectivity. The recommendations made by the authors throughout the course of the book are remarkable in character. This was a well received one.

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[8]D.N.Malhotra and Narendra Kumar, ***Indian Publishing Since Independence,*** (New Delhi: The Bookman's Club, 1980).

Ma. Su. Sambandan[9] made a maiden attempt to explain and evaluate the several aspects connected with printing and publishing in Tamil with particular stress on the same. His much valued work, *Actchum Pathippum*, brought out many problems and issues pertaining to the field. It made a historical outline of the printing industry and left out no feature relevant for the correct understanding of the industry and also of the potential transition that had already set in. It was rated as a wonderful job by the author.

O.P.Ghai and Narendra Kumar[10] brought out an edited volume as a festschrift in honour of a scholar. The expert contributors to this volume discussed significant issues which usually confronted the publishing industry then. Much light had been thrown on the freedom to publish, the role of the book in human development and the role of the publisher, problems of book piracy, availability of credit and technical facilities. Considerable importance had been given to a comparative

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[9]Ma.Su.Sambandan, ***Actchum Pathippum*** (Tamil), (Madras: Thamizhar Pathippakam, 1980).

[10]O.P.Ghai and Narendra Kumar, Ed. ***International Publishing Today:Problems and Prospects,***(Delhi:TheBookman's Club,1984).

discussion of publication activities in developing and developed countries. The publisher, the author and the bookseller and the librarian nexus had been well treated by the authors in their papers. Many of the reflections should prove to be sources of solutions and even inspiration so far as this essential field is concerned. Above all, a few authors had devoted their attention to the aspects of advertisements also.

B.S.Kesavan[11] has written a brilliant book on History of Printing and Publishing in India. The author has vividly traced the historical events and developments in the book printing and publishing sectors in India. He has made a thorough and extensive survey of the topic chosen. The bright and dark sides of the coin have been impartially analysed and interpreted. Necessary inferences have been drawn with a spirit of enquiry and exploration. A refreshing feature of this narrative work has been its excellent clarity. A critical evaluation of the evolving scenario has been modestly made.

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[11]B.S.Kesavan, ***History of Printing and Publishing in India***, Vol. I, (New Delhi: National Book Trust, 1984).

Abul Hassan[12] had written a book titled, "Promoting Books in India-Some Aspects". He had thrown adequate light on the several aspects that can promote the book trade in India. He had made an in-depth study of the hurdles, problems and also the opportunities facing this sector. It can be rated as a very useful guide for the existing booksellers and also for those who have the aspirations with necessary perceptions. As the title has denoted, not all the aspects had been covered by the author. But nothing relevant had been left out.

Sitesh A. Aloke[13] surveyed the role of small scale publishers and the problems faced by them. The author has selected 185 samples from the whole country representing all the Indian languages. This work did not include other components of the publishing industry like authors, booksellers and readers. A number of valuable suggestions were made by the researcher.

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[12] Abul Hassan, ***Promoting Books in India - Some Aspects***, (Mysore: University of Mysore, 1984).

[13] Sitesh A.Aloke, ***Study of Book Industry-Small Publishers***, (New Delhi:National Council of Applied Economic Research, 1985).

Beverly Elaine Schneller[14] studied and annotated checklists with biography of a noted London publisher. Several sources have been tapped in the effort. Information relating to them is highly useful to any publisher or bookseller. Several forms of books sold by Cooper serve immensely the needs of any publisher or bookseller.The impact of advertisements has aptly been applauded.

D.Raghavan[15] made a timely attempt to study the world of books, the publishing scene, publishing process, educational publications, publishing techniques and management problems in an exgaustive manner. Many vital issues of this area had been objectively analysed and interpretations advanced. The editorial process and development, designing printing and production, sales promotion and techniques had also been explained with adequate examples and literary charm. Ilustrations relating to binding and

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[14]Beverly Alian Schneller, ***Mary Cooper – Eighteenth Century London Books seller- A Bibliography,*** (Washington D.C.:Catholic University of America, 1987).

[15] D.Raghavan, ***An Introduction to Book Publishing,*** (New Delhi: Institute of Book Publishing, 1988).

the physical get-up along with designs could easily draw the attention of the competitors. This book has become very valuable from the researchers point of view because of the critical evaluations made with clarity.

Datus C. Smith[16] produced a brilliant handbook on book publishing. The author had discussed the strategies, objectives and patterns of partnership in the world of books. The economics of book publication and the market morphology available for books of different varieties had been illustrated convincingly. The several kinds of books, availabilities of libraries, literacy rates, the development of reading habits and the co-operation among the publishers had been codified interestingly. The legal aspects of book publishing, the need for training and the problem of piracy drew necessary attention from the author. A few wonderful suggestions had also been added to the advantages of future entrepreneurs. This work could be regarded as one with a research bend of mind and clear insight into the intricacies of the print world.

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[16]Datus C. Smith, ***A Guide to Book Publishing,*** (New Delhi: Oxford and IBH Publishing Co (P) Ltd., 1989).

Fawzi A. Abdul Razak[17] has concentrated on the printing technology and its impact on the publishing trade. In his pioneering work, the contributions of experts like technicians, scholars, publishers and sellers have been analysed and interpreted in an effective manner. The functions of the scribal class have been well classified and explained in this research study. The preservation and wider dissemination of knowledge have been much influenced by relevant factors. Independent and creative ideas breed rewarding developments. The traditional link should be properly designed towards the generation and promotion of knowledge. These vital ideas have been accorded the necessary importance by the researcher in this study.

P.A..Mohanrajan[18] brought out a monograph consisting of facts pertaining to the origin of early printing and publishing in India and the subsequent contribution to the democratisation of

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[17]Fawzi A. Abdul Razak, ***The Kingdom of the Book: The History of Printing as an Agency of Change in Morroco between 1865 and 1912,***(Boston: Boston University, 1990).

[18]P.A.Mohanrajan, ***Glimpses of Early Printing and Publishing in India,*** (Madras: Mohanavalli Publications, 1990).

knowledge. The author had traced vividly the missionary activities and their contribution towards a good start of printing in several parts of India in their respective languages. The analytical section of the work was well coordinated and coherently comprehensive in character. The leading lights in the field were given due weightage. This work was pioneering in character as it boldly showed the lapses of potential entrepreneurs and inspired those who were willing to venture. The value of the book got enhanced with certain appropriate quotes from world renowned book publishers and book lovers too.

Rosalind Remer[19] has analysed the characteristic features of Philadelphia publishing and book trade sector a little extensively. A brilliant examination of the traditional publishing houses and the modern ones is a noteworthy feature of the study. The process of transformation that had taken place in the book trade was treated well. The history of books and book trade have been a lengthy and laudable one. A number of landmarks could be easily identified.

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[19]Rosalind Remer, ***The Creation of an American Book Trade: Philadelphia Publishing in the New Republic 1790-1830,*** (Los Angeles: University of California, 1991).

Much useful light has been thrown on the issues pertaining to the different forms of information carriers and certain so- far- not touched economic effects have also been pointed out well.

Kevin Mark Stevans[20] examines the book industry and the lives of the member-printers, publishers and booksellers in Counter-Reformation Milan. This work fills a gap in the literature of the publishing industry in the sixteenth century Italy. A comparison is made between the printed sources (books) and archival documents. This study offers an integrated sketch of the technical and commercial aspects of the industry. The popularity of the book industry, its steady rise, unique position and salutary benefits of the book trade have been brought out brilliantly. Sufficient light has been thrown on printing types and business affairs in this work.

Margareta Bjorkman[21] in the dissertation discusses problems

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[20]Kevin Mark Stevans, ***Printers, Publishers and Booksellers in Counter-Reformation Milan: A Documentary Study (Italy),*** (Madison: University of Wisconsin, 1992).

[21]Margareta Bjorkman, ***The Joy of Reading:Circulating Libraries in Stokholm,*** (Sweden: Uppsala University, 1992).

and benefits relating to libraries, particularly to circulating libraries. The distribution of circulating libraries has been studied with respect to the different forms of literature. The researcher has highlighted the commercial aspects of libraries and the book trade. Though the problems of the book trade have not been directly dealt with, an indirect analysis of the impact of publications on the book business has been carried out.

Steven Russell Brandt[22] has studied the formation of the French Protestant publishing in the sixteenth century Geneva. Jean Gerard was the hero of the study. As a publisher, he was able to differentiate from the traditional path and he had innovated in several ways. The interrelationship between religious ideas the publication side has been well brought out. The opinions of the cross section of the readers also have found a prominent place.

S.Ganesan[23] in his Ph.D. research publication has studied the significant traits, trends and tests pertaining to the book publishing

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[22] Stevan Russell Brandt, ***Jean Girard: Genevan, Publisher,*** (Berkeley: University of California, 1992).

[23] S.Ganesan, ***Indian Publishing Industry - An Analytical Study with Special Reference to Publishing Regional Languages,*** (New Delhi: Sterling Publishers (P)., 1992).

industry in India in a commendable manner. He has carried out an in-depth analysis of several vital issues. Lack of professional touch among many publishers has been analysed thoroughly. The absence of technical mastering on par with international titans has been regretted by the author. The possible good effects from the three language formula on regional language publishing activities have also been clearly mentioned by the author. In this comprehensive work with a sceptical outlook, the book publishing activity was regarded as an intellectual and economic one. After analysing the Indian publishing scene, the author presents a detailed account of the Tamil publishing industry. The main focus has been on the educational publishing in Tamil. The author has examined the scope for co-operatives in the publication industry. A well written summary of several findings and useful recommendations is a sure merit of this research study. Another merit of the work has been the high degree of clarity and lucid presentation. In summation, this is a path-breaking work with the strength to guide further.

Andrew Walter Harzucha[24] investigated the uneasy relations Sterne had with the book trade in the eighteenth century England. The types of negotiations that Sterne had with the printers and booksellers have been discussed in details. The shortcomings of the author as viewed from the technological and commercial changes have also been pointed out. The possibilities of avoiding certain confrontations have been narrated.

Rosemary Ntumnyuy Mokia[25] has studied the United States National Policy on International Book and Library Activities (NPIBLA) and its adoption and implementation in the areas concerned. The roles played by President John F.Kennedy, Robert Kennedy and their associates in giving a meaningful thrust to policy formulations and executions have been duly highlighted. This study has been regarded very valuable as it has interpreted the

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[24]Andrew Walter Harzucha, ***Typography As Text:Revisions of Meaning in the Works of Laurence Sterne,*** (Washington: Washington University, 1993).

[25] Rosemary Ntumnyuy Mokia , ***The United States 1967 National Policy on International Book and Library Activities,*** (Indiana: Indiana University , 1994).

various sections of the policies relating to printing and publishing of books.

Alain Veilit[26] made an in-depth study of the revolutionary effects of the bibliographical information on book awareness. The importance of the printed short titled catalogues has rightly been assessed by the researcher. A number of statistical data and the interpretations based on them have been clearly presented in this work. Statistics on the eighteenth century publishing activities help better appreciation of the changes which have taken place.

Lucille Chia[27] has studied the social history of the printed book in China. The exploration has been carried out by focusing on three families of Commercial Printers in the Jianyang area of North Western Fugian during the Song, Yuan and Ming dynasties. The study includes an analysis of the topical distribution of known Jianyang imprints. A detailed examination of the social and

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[26]Alain Veilit, ***A Statistical Survey and Evaluation of the Eighteenth Century Short Title Cataloque,*** (Riverside: University of California, 1994).

[27]Lucille Chia, ***Printing for Profit: The Commercial Printers of Jianyang,***(Columbia ;Columbia University, 1996).

cultural features of the printers has been carried out. This scholarly work throws light on knowledge creation and expansion.

Sheryl Ann Englund[28] has surveyed the response of the American book trade and the growing national market for print materials . The correlation between the individuality of the author and the publication process has been highlighted. The problems faced by publishing firms in Philadelphia have been presented. A few measures towards promotion of publication activities have been discussed by the researcher. Relevant analysis related to women writers and their literary celebrity are also interestingly presented.

Albert N. Greco[29] presented a descriptive account of contemporary American book-publishing industry. The theories, stories and impressions given in the work are found to be most useful for further debate, discussion and decision making.

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[28]Sheryl Ann Englund , ***An Excellent Likeness of the Author: Gender and personality in the Nineteenth Century Literary Market Place,*** (Austin: University of Texas,1997).

[29] Albert N. Greco, ***The Book Publishing Industry,*** (Boston; Princeton University Press, 1997).

problems of mass communication are also given. The job of editors, managers and marketers has also been illustrated effectively. The changing national and international regimes were looked in to with authenticity and suitable solutions offered.

Gennifer Mary Ellen Alison[30] has studied the publishing activities of Angus and Robertson, Australia's most successful publishing firm. The researcher has investigated the reasons for the success of the publishers. Several favourable conditions also have been discussed. The different types of books published by them have been described. The relationship with authors and readers maintained by the firm has been explained. The study concluded that certain unique and personal qualities of performance of the publishing firm seemed to be more responsible for the firm's success than the favourable conditions alone.

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[30]Gennifer Mary Ellen Allison, ***Angus and Robertson as Publishers, 1888-1990: A Business History (Australia),*** (Australia: University of New South Wales, 1998).

Stanley Unwin[31] has revealed the arrival of manuscripts and related aspects in his work. He has discussed the methods of estimation, fixing prices, making of agreements with authors and sellers and also the marketing strategy. He concludes that publishing can be a good profession if proper approaches and efforts are made.

D.N.Malhotra[32] has edited a book on fifty years of book publishing in India since independence and published it in 1998. This volume consists of variable collected articles by eminent writers and critics. They have assessed the performance of India's publishing efforts with necessary facts and figures. The strength and weakness of the book industry have been discussed with expert knowledge and insights into the future. This work, with its wide coverage and vibrancy, throws light on the opportunities and challenges with respect to book publishing activities in India.

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[31]Sir Stanley Unwin: ***The Truth About Publishing*** (London: George Allen and Unwin Ltd, 1976).

[32]D.N.Malhotra : ***50 Years of Book Publishing in India Since Independence,*** (New Delhi : The Federation of Indian Publishers, 1998).

CHAPTER IV

PROFILE OF THE STUDY AREA

This chapter aims to present a short profile of the study area, the state of Tamil Nadu. The essential purpose of this chapter is to bring out the leading historical, geographic, economic, social, educational and cultural aspects of the state that can serve, as the background material to understand the conducive atmosphere prevalent there relating to book publishing activities.

The state of Tamil Nadu (formerly known as Madras) has a matchless historical past. This state possesses a very sound political system also. The economy too, has grown at an accelerated pace.

The State Reorganisation Act 1956 paved the way for further progress. The following facts, figures and data are mainly drawn from a. India 2000-A Reference Annual, b.Statistical Handbooks, c. Census, 1991, d. Gazetteer of Tamil Nadu and e. Official Reports of Government of Tamil Nadu.

Geographic Features:

The Name:

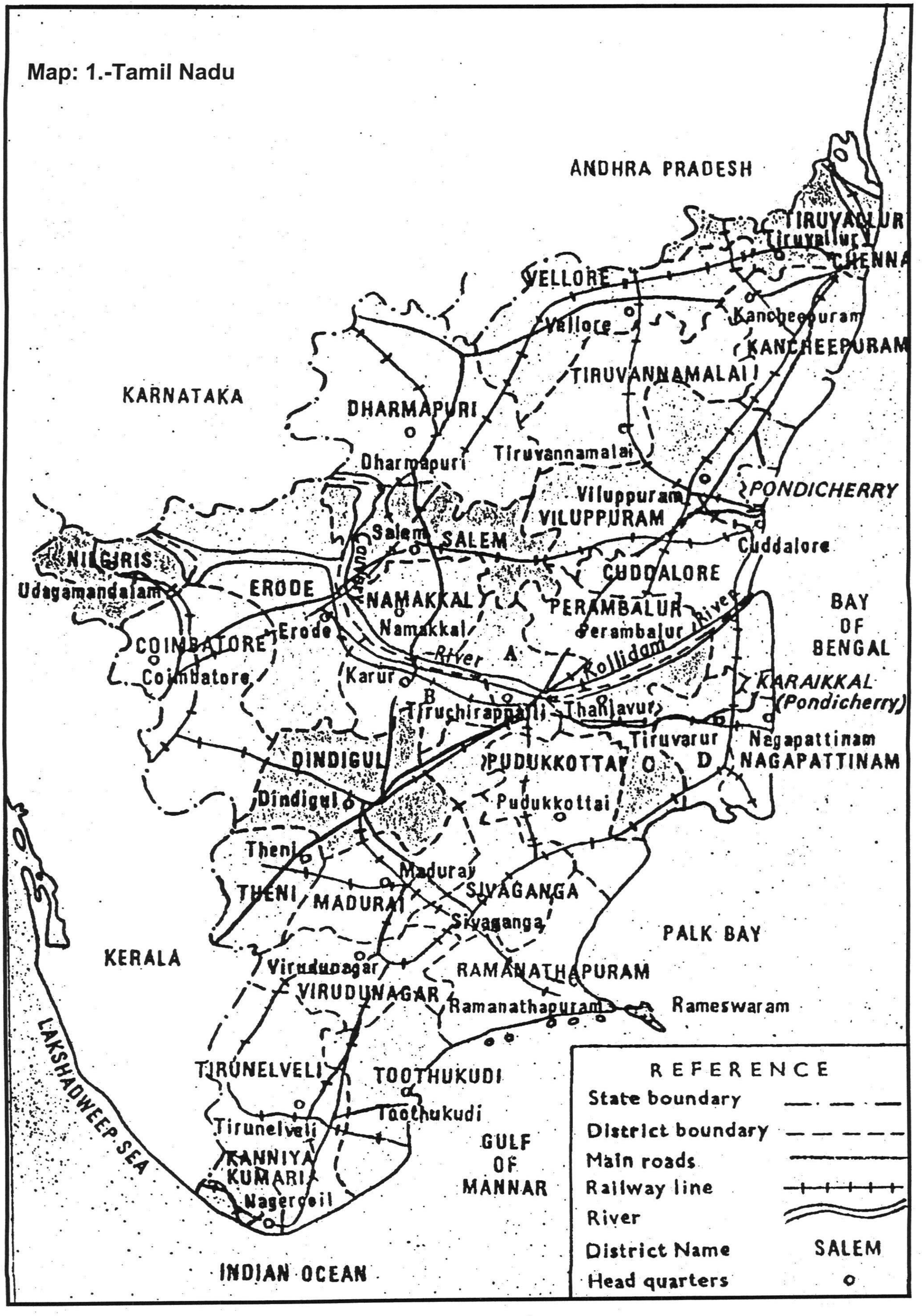
Originally, the State was called Madras. It was later renamed as 'Tamil Nadu' in 1969. 'Tamil Nadu' means the land of Tamil people. 'Madras' was the name of the capital city. It was renamed as Chennai in 1996 respecting the spirit of local aspirations.

Location:

Geographically, Tamil Nadu is located between 8° 5′ and 13° 35' on the northern latitudes and between 76° 15' and 80° 21' on the eastern longitudes.

Tamil Nadu is bounded by the Indian Ocean on the South, Andhra Pradesh and Karnataka States on the north, Arabian Sea and Western Ghats on the west and by the Bay of Bengal on the east. A map is enclosed.

Map: 1.-Tamil Nadu



Area:

The total geographical area of Tamil Nadu is 1.3 lakh sq.km. Out of the total land area of India, Tamil Nadu forms about four percent and it is the 11th largest state in the country.

Climate, Weather and Rainfall:

Tamil Nadu enjoys a good climate. The rainfall is fairly adequate. The climate is equable as the maximum temperature is around 42 C and the minimum is around 26 C. The southwest and the northeast monsoons bring rains. Normally the rainfall is not uniform and equal among all the districts of the state in a year.

Demographic Characteristics:

Total Population:

The demographic characteristics of the study area have been fairly encouraging. The third phase of demographic transition seems to have set in where both birth and death rates decline.

According to 1991 census, the total population of Tamil Nadu stood at 5,58,58,946 out of which 2,82,98,975 were males and 2,75,59,971 females. The rural population stood at 3,67,81,354 and the urban at 1,90,77,592. The density of population per sq.km. was found to be 429. The sex ratio (number of females per 1000 males) was 972 in 1991.

Literacy Rate:

According to 1991 Census, it stood at 63.72 percent in the total population.

The literacy level in the state, besides being higher than the national average of 29.45 per cent in 1971 and 36.17 per cent in 1981 has advanced from 36.46 per cent to 46.76 per cent in the decade. Tamil Nadu ranks third among the states in literacy rate. There is a slight increase in the ratio of female literates to total

literates from 36.66 to 36.98 and this is an all India phenomenon of the seventies".[1]

Among the Southern States, Tamil Nadu continued its inexorable march jumping from 62.66 per cent in 1991 to 70 per cent in 1997.[2] Comparatively, Tamil Nadu presents a progressive and vibrant trend in this sector, which also counts much as far as book publication activities are concerned.

Life Expectancy:

The average life expectancy is 57.40 and 58.50 years for males and females respectively in Tamil Nadu.

Revenue Adminstration:

Tamil Nadu has a well-connected and decentralised

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[1]D.Velappan, ***Economic Development of Tamil Nadu,*** (Madras: Emerald Publishers, 1986), p.4.

[2]India 2000: ***A Reference Annual,*** Publications Division, (Ministry of Information and Broadcasting, Govt.of India), p.104.

There are 22 revenue divisions, 29 revenue districts, 197 revenue taluks, 1,109 revenue firkas and 17,273 revenue villages.

Local Administration:

A well-organised system of local bodies and civic administration is found in Tamil Nadu. There are six municipal corporations, 102 municipalities, 384 panchayat unions, 365 town panchayats and 12,584 village panchayats.

With a stress on rural development, 384 block development offices function in Tamil Nadu. All these blocks are covered by the Integrated Rural Development Programme (IRDP) and a number of schemes for the upliftment of the villages.

Economic Features:

Primary Sector:

Agriculture is the predominant basic sector of the State. Naturally, the rural parts play a significant role. Many districts like Thanjavur and Tirunelveli are able to compete with agricultural

toppers like Punjab and Haryana. A very high soil fertility rate is a remarkable feature of the State. The much beneficial green revolution gained momentum in Tamil Nadu at an early stage.

Secondary Sector:

Several types of industries form the fast growing secondary sector of Tamil Nadu. Most of the urban centers adopt and enjoy the industrial civilisation. A highly modernised industrial network of large, medium and small units makes a competent and even competitive levels of performance possible. The fruits of such an encouraging secondary sector enable the printing industry to adopt world standards and influence book-publishing activities favourably.

Tertiary Sector:

A dynamic tertiary sector with required acceleration and trends of transformation has been strong enough to contribute an efficient functional co-operation to the primary and secondary sectors.

A very vast network of road, rail, air and water transportation, bank branches, educational institutions, health care centers, sanitation facilities, electricity establishments, drinking water facilities and strong infrastructural inputs has added strength to the economy of the State. For example, the state has achieved cent per cent electrification. The services sector of Tamil Nadu has achieved a high functional level.

Per Capita Income:

Per Capita Income is one of the reflectors of the potentials of a person to own books and use libraries. Reading is a good habit and an intellectual exercise, much essential for professional administrators and the teaching community as well. All these become possible only if there is a surplus component in one's income. In other words, a fairly high per capita income can facilitate activities like book-buying without much strain.

The Per Capita Income of Tamil Nadu is Rs.12, 989 at 1997-98 prices. The larger the number of persons in the family, the

wider will be the scope for spending on books. There are many joint families in Tamil Nadu, though the nuclear family has become the fashion of the day. It can be stated that judging by the levels of income, the people of Tamil Nadu can spend some money for book-buying whatever the quantum of purchase.

Academic Aspects :

Educational Institutions:

The state of Tamil Nadu can easily be rated as a pioneer and a model state so far as educational, institutions, centres and functions are concerned.

Going by the figures for 1999-2000, there are 19 universities, 304 Arts and Science colleges. As far as professional education is concerned, there are 45 medical colleges, 149 engineering and technology colleges, 10 agricultural colleges, three veterinary colleges, four law colleges and 20 colleges for special education function.

The total number of schools for general education stood at 42,430; for professional education 81 and for special education 298.

The total number of institutions for other professional education is 798 A very good number of these institutions have libraries and reading rooms. Some of them have book stores too. .

Libraries:

Libraries form an integral part of the book world. Some of them are very big, many of them are medium in size and a few of them are with sections of specialisation.

All educational institutions have built up libraries of their own, according to their requirements and fund availabilities. Local bodies also run libraries. Literary associations have developed good libraries. Even cultural clubs cultivate the habit of collecting considerable volumes. Individual learners also possess good residential libraries as professionals do. The effects of modernisation also are found.

Tamil Nadu houses the Connemara (State-Central) Public Library (CPL) in the capital, Chennai. It is one of the four copyright libraries with distinction in India.

Another desirable feature is that there are 2783 public libraries in Tamil Nadu.[3] Tamil Nadu is the first State to introduce the Public Libraries Act in India in the year 1950. According to this Act, the Tamil Nadu Government collects 10 per cent property tax from the houseowners of all eligible areas as library cess for updating the libraries. In the State of Tamil Nadu, one can find educational establishments of Christian missionaries, Hindu mutts and Islamic associations in good number. All of them run excellent libraries of their own.

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[3] R.Kannan and R.Ramasamy, Ed., ***Library Movement in India After Independence: Problems and Prospects***, Paper Presented in the National Seminar, (Chennai: Directorate of Public Libraries, Government of Tamil Nadu, 1999), p.2.

Then, the private individual or firm owned libraries also function usefully. The private circulating libraries are found in good number at almost all urban and semi-urban centres through-out the state.

The University of Madras has a well equipped library. The Government Oriental Manuscripts library is located at the Madras University library premises. It is a rare type of library.

Another encouraging feature is that many of the star hotels, tourism centres and even long distance running trains possess a good collection of valuable books and periodicals.

In India, there are a few higher Institutes of Technology called Indian Institutes of Technology (IIT). One of them, functions in Chennai and this Institute has built up a dynamic library, which is continuously updated.

Similarly, the Regional Engineering College (REC), Tiruchirappalli is one among the many Regional Engineering Colleges in the country. It has a well-knit network of library sections.

Another important library centre is the Theosophical Society Library, which is also in Chennai. The Thanjavur Maharaja Sarfoji's Saraswathi Mahal library (TMSSM), Thanjavur, is one of the rare medieval libraries at the world level.

It symbolises a priceless repository of culture and time defying treasure house of knowledge built up by the successive dynasties of Nayaks and Marathas of Thanjavur. The library was made a public library in 1918 by the Madras Government and was registered on July 1986 as a Society under the Tamil Nadu Societies Registration Act (TNSRA).[4]

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[4] ***India 2000-A Reference Annual,*** (New Delhi: Publications Division, Ministry of Information and Broadcasting, Government of India, 2000), p.126.

Advanced research centers like The Madras Institute of Development Studies (MIDS), Chennai, house and systematically develop very resourceful library sections with modern scientific inputs and regular additions of titles. The library of Madras Institute of Development Studies (MIDS), Chennai can easily compete with some of the reputed libraries at the international level, which have been devoted to higher-level learning and research.

There are very advanced libraries established and run by the British Council and the United States Information Service (USIS) in Chennai. They are the British Council Library and the American Library with latest titles and equipment.

The above information relating to outstanding libraries shall be useful to understand the contributions made by these libraries for the generation of an encouraging environment for the book world in Tamil Nadu.

Printers and Sellers:

As a logical sequence of the above, there are considerable number of printing houses with modern technological facilities and booksellers of several categories and magnitudes. These printing houses and sale units play a vital role in promoting book publication and reading habits. It is obvious that book publication comprises printing and selling. Tamil Nadu enjoys a very healthy environment in this context.

The above information and data have been presented in order to highlight the capability of the State of Tamil Nadu to provide the necessary basic and essential prerequisites for the flourishing of the book publishing industry.

The Government of Tamil Nadu set up the Tamil Nadu Text Book Society in 1970 to produce and publish particularly text books in Tamil for the students who prosecute their studies in Tamil medium. This society is able to meet the demands of even higher level technical education by producing original and also standard translated works.

There are some co-operative society printing cum publication units in Tamil Nadu.

Anyone who takes a comprehensive look at the changing scenario of the relevant sectors in Tamil Nadu can feel optimistic about this field.

Noted Authors and Award Winners:

The State of Tamil Nadu has every reason to feel proud as, regards her book writers, print media persons and award winning authors. Right from a very early age, the habit and work of codifying ideas and thoughts have been consistently growing. The earliest manuals relating to world civilization, literature and exposures have added credit to Tamil Nadu. This is the land that had gifted the immortal Thirukkural to the world. Likewise, from the earliest palm leaf to the latest forms , there has been an unimpeded growth of reading material. One can find much valuable pieces of works in all branches of knowledge. The

intellectual ocean of Tamil Nadu and its waves of thought have touched all the shores of knowledge.

Many authors have won regional, national and even international awards of reputation and recognition. A spirit of 'knowing and imparting' knowledge is evident in the State.

Booksellers' And Publishers' Association of South India (BAPASI):

The Booksellers' And Publishers' Association of South India (BAPASI), Chennai, has been serving in a noteworthy manner as far as the book world in South India is concerned. An examination of the salient features and creditable contributions made by this Association is necessary and useful to understand the climate for book publication and trade promoted by it. A few facts about the Booksellers' And Publishers' Association of South India (BAPASI) are presented here.

This is an association exclusively meant for book publishers and sellers of South India in general and of Tamil Nadu in

particular. Though the Booksellers' And Publishers' Association of South India (BAPASI) has had a long and purposeful history from the days of the Second World War, the present Association with its memorandum and legal requirements was duly registered on 28th of August 1986. Its registered office functions in Chennai. Almost all publishers and sellers are members of this Association with the exception of a few defaulters and some with abnormal trade practices.

This Association satisfies all the legal requirements of a well-organised registered association like memorandum of association, suitable rules and regulations, by-laws and necessary guidelines with administrative and functional infrastructure.

The general objects of this society are:

1. to promote the book industry in South India;
2. to improve and maintain the status of the book trade;
3. to enrich the knowledge, abilities and technical skills of the members;
4. to create a healthy functional atmosphere;

5. to check the trends of malpractice and wasteful competition and
6. to take care of the interests of the members in order to promote the wider interests of the society and the nation.

Any publisher or seller can become a member of this society by paying the subscription and making an assurance to adhere to the rule of the Association, in letter and spirit.

This Association was duly affiliated to the Federation of Indian Publishers and later to the Federation of Publishers and Booksellers Associations of India.

In 1999, there were 192 members in this Association, registered a steady trend of upward march. An important feature of this Association is the transparency guarded by the office bearers.

The Association is financially sound, Regular accounting and auditing are being carried out.

Thus, the Booksellers' And Publishers' Association of South India (BAPASI) is in a position to generate an encouraging atmosphere for the book printers, publishers and sellers in South India and also preserve and promote their just interests and causes. The necessary incentives are also provided to booksellers and publishers.

Above all, the periodical assessments of the views and opinions of readers form a significant service to book lovers. Naturally, the right interest of the authors and the readers are also extensively protected by the booksellers, as far as the availability of updated editions of books and new titles, incorporating modern technology and skills at various levels and the reasonable prices of books are concerned.

Print Media:

Review of books by learned persons is one of the vital inputs in the book trade. In Tamil Nadu, there are a few reputed national dailies (newspapers) and periodicals, which give considerable

importance to books and carry valuable reviews by experts regularly. Such reviews enable the public to know about the new books and their significance. Book publishers and sellers are also much benefited by these reviews both in the short and long runs.

A Few Firsts:

Tamil Nadu enjoys a few proud firsts in the world of books. For example, the first publication among all the Indian languages was made only in Tamil in 1554 in lisborn. The first printing press in India came into existence in Tamil Nadu in 1713.

The first Library Act in the whole country was enacted by the then Government of Madras in 1948.

To cite a few more firsts, Tamil Nadu is the first State to organise co-operatives. The only pearl fishing centre in the nation is at Tuticorin. One of the four National Science Centres, is at Tirunelveli. The 'spa of the south', Courtallam is in Tamil Nadu. Above all, the first Special Economic Zone(SEZ) is to be set up at Nanguneri in Tamil Nadu.

Overall View:

An impartial examination of the several facts and figures pertaining to historical, geographical, economic, social and academic aspects of Tamil Nadu reveals a bright and encouraging outlook and scope for books and persons connected with books like authors, publishers, sellers and readers. The necessary basic inputs for the growth and development of this sector abound well in the state of Tamil Nadu.

An overall assessment of the book publishing activities in Tamil Nadu reveals a positive and encouraging environment.

CHAPTER V

ANALYSIS AND INTERPRETATION

This chapter is devoted for analysis and interpretation of the key variables relating to the pattern of development of book publishing activities in Tamil Nadu between 1991 and 2000, the study period. Necessary interpretations are made and inferences drawn using popular tools of analysis like rates, ratios, tables and illustrations to facilitate easy understanding and better comparison. This exercise is reported mostly in present tense.

This chapter is divided into the following four major sections:

(a) Book publishers and their activities;

(b) Titles published and their salient features;

(c) Opinions and views expressed by authors, publishers, sellers and readers and

(d) Forecasting of a few key variables for 2010.

Two types of tables, one for the actual numbers and the other for trend and compound growth rate estimates are given for

all major variables investigated. For certain minor variables tables could not be presented, as the figures obtained are not adequate.

Book Publishers:

Book publishers are the bedrock on which the book industry is being systematically built up . They form the very foundation of the book world. They are almost the be-all and end-all of the industry. The publication activities influence all other activities in the book world. They are essentially central to the life and success of the book sector.

The number and quality of book publishers determine the pattern of development of the sector to a very great extent. Adequate number of publishers is needed 'to play the game safely' and utilize opportunities and to meet challenges in terms of modernization, mechanization, integration and rationalization. The entire market morphology and mix shall undergo adjustments and changes according to the system and style of the functioning of publication activities. A positive and dynamic attitude on the part of book publishers go a long way in opening new avenues for

inventions and innovations. Any developing society shall need the signal contribution of book publishers in a big way.

The activities of book publishers are varied and intricate in nature. They include (a) rational planning (b) brilliant choice of subject matter, authors, designs and the very timing of publication (c) proper editing and printing (d) prompt publication and (e) successful sales promotion. In between these, there are a number of minor but significant activities.

The State of Tamil Nadu has a creditable number of book publishers who have the necessary skill to secure optimalities. The following table presents necessary data for the study period:

Table: 1.- Total Number of Book Publishers

Year	Number	Year	Number
1991	124	1996	171
1992	129	1997	180
1993	135	1998	186
1994	147	1999	192
1995	163	2000	197

A quick look at the figures in the table reveals that there has been a steady trend of ascendancy over the years. In1991, the first year of the study period, there were 124 publishers. It rose to129 in 1992; 135 in 1993; 147 in 1994; 163 in 1995 and ultimately the number rose to 197 in the last year of the study period, namely 2000. This has registered a positive percentage of 158.87.

The trend and compound growth rate estimates for the number of book publishers are given in the following table:

Table: 2.- Trend and Compound Growth Rate Estimates of Total Number of Book Publishers

Model	Value of a	Value of b	R^2	CGR
Trend	113.73	8.85* (0.045)	0.98	–
Semilog	4.77	0.06* (0.003)	0.97	5.74

*Significant at 1 per cent level.
Figures in parentheses denote standard error.

The trend rate increase for the book publisher is 8.85 per year and the compound growth rate is 5.74, which are statistically significant.

One can easily understand the steady upward trend

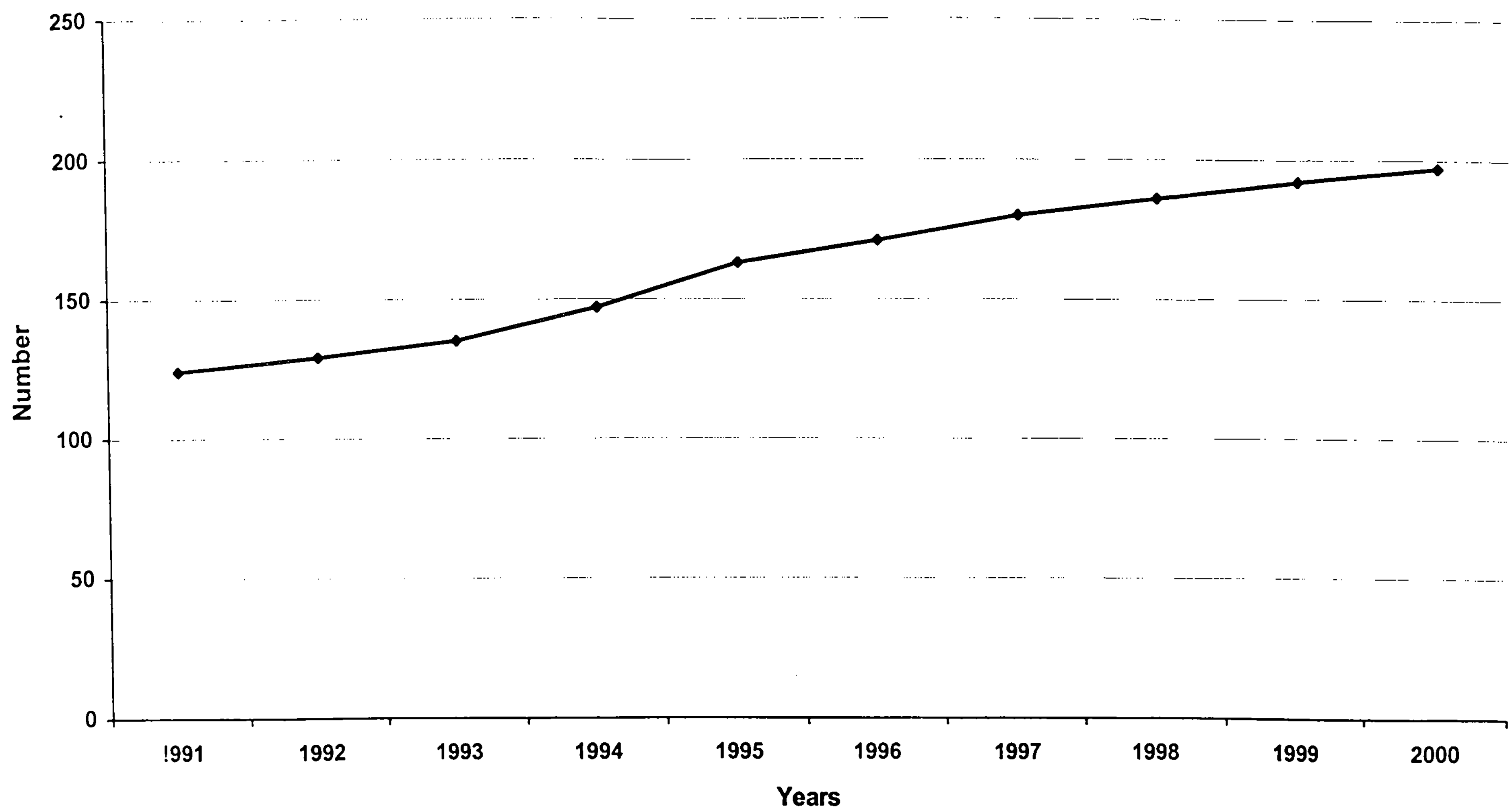
registered by the number of book publishers in Tamil Nadu during the study period. This is technically a healthy trend. There are small variations and positive differences in the percentages, but the upward trend is evidently clear. It is understood that more and more publishers have entered the industry every year. It shows the technical viability and commercial profitability of the book publishing units.

Graph No. 1 showing the trend is attached.

Tamil Book Publishers:

Among the total number of book publishers in Tamil Nadu during the study period, a few publishers have adopted a slight sentimental and specialization line. They have a concentrated mother-tongue attachment and devoted their efforts for the exclusive publication of books in Tamil language. Tamil is a unique language with a number of merits. It is ancient and also modern. The charm of the language is unmatched. Naturally it has a universal appeal and market.

Total Number of Book Publishers



A considerable number of book publishing units find themselves commercially comfortable and economically sustainable even when they specialise on Tamil publications alone. The necessary figures are given in the following table:

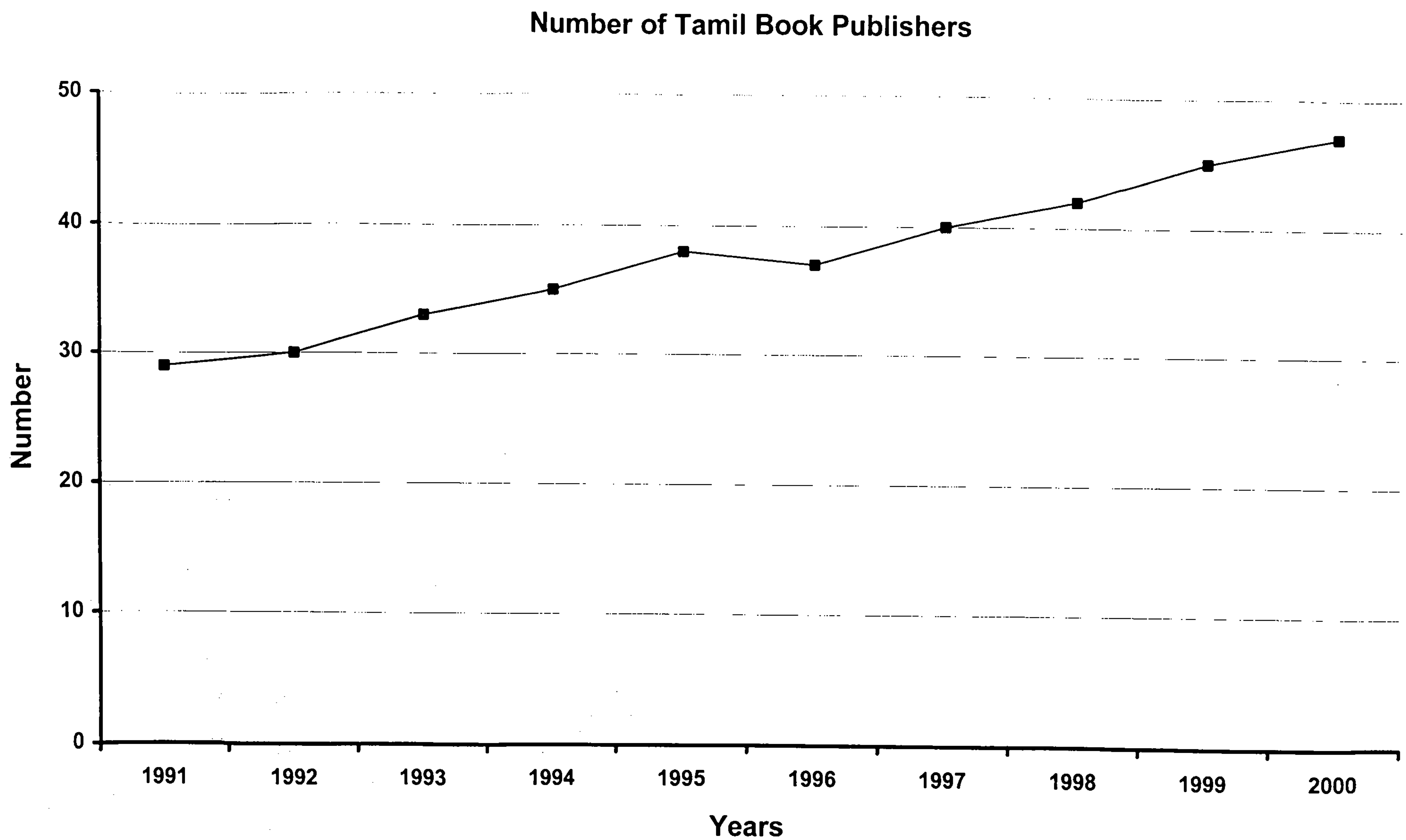
Table: 3.- Number of Tamil Book Publishers

Year	Number	Year	Number
1991	29	1996	37
1992	30	1997	40
1993	33	1998	42
1994	35	1999	45
1995	38	2000	47

More correctly, it can be stated that the publishers specialisation has been successful as their corresponding numbers for the years in the study period show a steady trend of growth.

From a modest 29 units in 1991, the figures in all the years increased except in 1996 and reached the upper limit of 47 units in the year 2000. There was no slide down at all. Units have increased from 29 to 47 and the corresponding percentage is 162.07.

The following table provides data:



Number of Tamil Book Publishers
Number
50
40
30
20
10
0
1991
1992
1993
1994
1995
1996
1997
1998
1999
2000
Years

Total Number of Book Publihers and Tamil Book Publishers

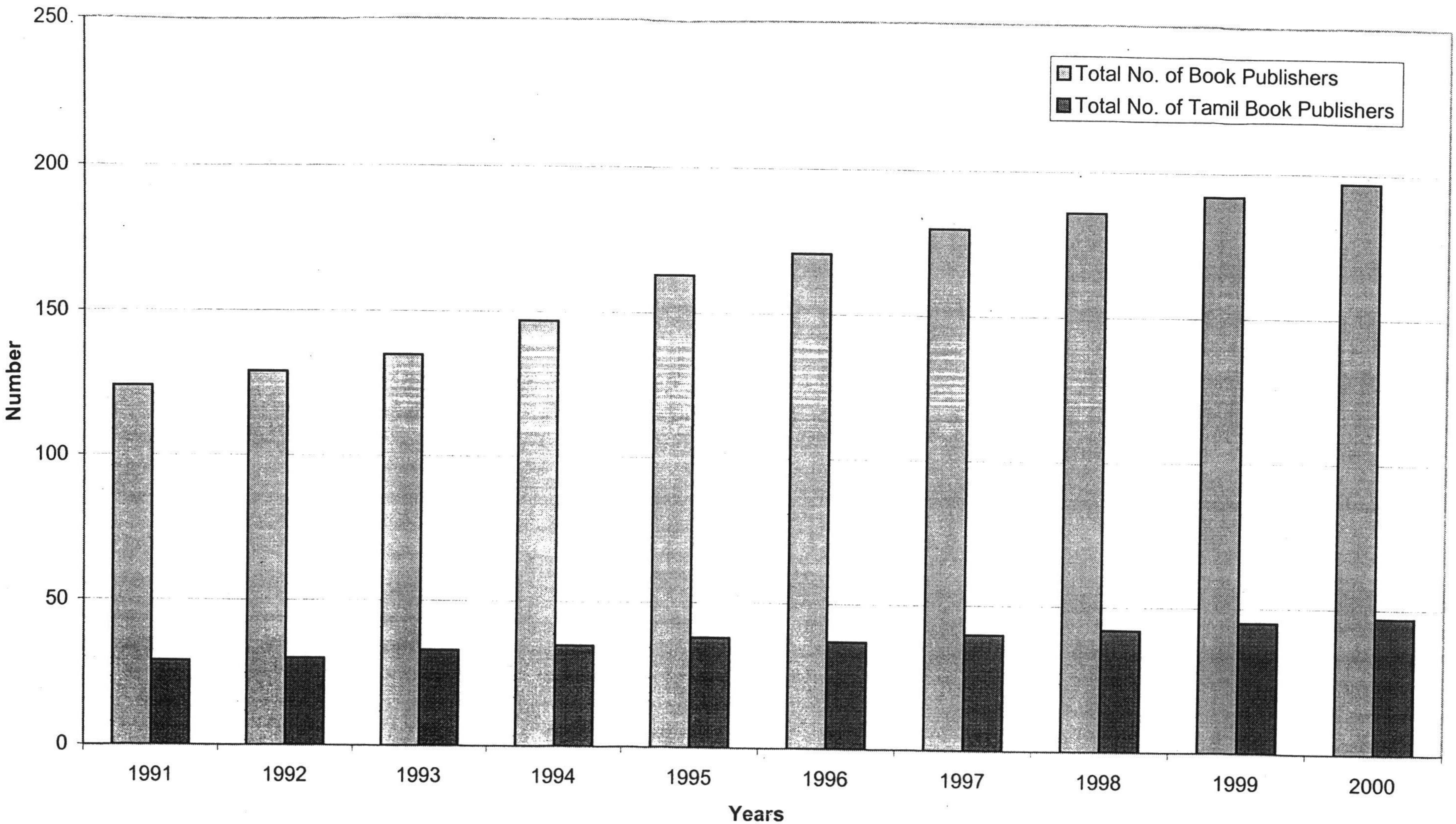


Table: 4. - Trend and Compound Growth Rate Estimates of Tamil Book Publishers

Model	Value of a	Value of B	R^2	CGR
Trend	26.73	1.98* (0.10)	0.98	–
Semilog	3.32	0.05* (0.002)	0.98	5.45

*Significant at 1 per cent level.
Figures in parentheses denote standard error.

The trend and compound growth rate estimates are 1.98 per year and 5.45 ,which are significant statistically.

The ascending trend of Tamil book publishers is shown in graph No.2.

Publishers Having Own Printing Press:

A printing press is the very basis of the entire network of publication activities. Fine quality and sophisticated efficiency of the press are absolutely necessary for the neat execution of popular publications. However average the subject matter and ordinary the materials may be, if the printing techniques and the letters are

captivating and superior qualitatively, the books may have a very good market and fast sale.

Generally, publishers own printing presses. Some do not and get books printed elsewhere. In a way, hiring a printing press may prove to be a blessing in disguise in the sense that the burden of responsibility shall come down considerably for the publisher. He can pay and set the tunes effectively. At the same time, owning a printing press has its own outstanding advantages. It may be a status symbol also in the business world. Every coin has two sides. The following table provides figures:

Table: 5.- Publishing Houses with Own Printing Press

Year	Number	Year	Number
1991	21	1996	27
1992	22	1997	27
1993	22	1998	28
1994	23	1999	26
1995	25	2000	32

Though the figures relating to this category of publishers having own printing units have got expanded over the years, there are two stages of no change in 1992 and 1993 as well as in 1996 and 1997. Similarly, in 1998, there were 28 publishers with own press and it came down to 26 in 1999. The percentage of increase between 1991 and 2000 works out to 152.38%.

The following table figures:

Table:6.-Trend and Compound Growth Rate Estimates of publishers having own printing press

Model	Value of a	Value of b	R^2	CGR
Trend	19.6	1.04* (0.15)	0.85	—
Semilog	2.10	0.04* (O.006)	0.87	4.16

* Significant at 1 per cent level.
Figures in parentheses show standard error.

The actual increase in trend rate works out 1.04. The compound growth rate has been 4.16. Both are statistically significant.

Publishers with Branches:

Unit type and branch type are the two popular forms of business establishments. Branches come up according to demand for them. As far as the book publication industry is concerned, the unit type is more popular than the branch type.

Out of 197 book publication units, only 10 publishers(5.07 per cent) have their branches at several places of business importance. Others function on par with the branch system by employing representatives and retail sellers in as many places as required.

Length of service:

The book publication units have varying lengths of service or business experience. There are a few units which have been active in the field for more than 75 years and there are very young members also with less than 10 years of business.

Among the Booksellers' And Publishers' Association of South India (BAPASI) members, the oldest has completed a century of fruitful business and another publisher started the

business as early as 1902 with 98 years of rich experience. The following table provides relevant figures:

Table:7.-Length of Business (as in 2000)

Years	Number
Below 20 years	73
21 – 40	36
41 – 60	53
61 – 80	22
81 –100	12
above 100	1

Out of 197, 29 (15 per cent) of the publishers are in the field on a hereditary basis. From one generation to another generation, the business has moved on and has been functioning. This type has the merit of an in built expertise and good will.

Labour Strength in Publishing Units:

Labour constitutes a significant input in the publication business. Book publication is a labour intensive work . The number and quality of labourers determine the prosperity and success of publishers. Skill and training are very essential in book publication also. Publishers employ both male and female workers at several stages for different activities.

More than 200 labourers each employed by three units. Four units have employed between 100 and 200. 17 units have given employment opportunity for 50 to 100 workers. 20 to 50 labourers are employed in 30 units. All other units have less than 20 labourers each.

The following table presents the necessary figures:

Table: 8.- Staff Strength in Publishing Units

Staff	Units
More than 200	3
200 – 100	4
100-50	17
50-20	30
Below 20	143

Among the labourers, the male – female ratio is not remarkable in most of the units. Just less than 10 per cent of the total labourers are females. They too are mostly employed in the printing and binding sections.

For the sales section, female labourers are employed by a few units.

There is no all women publication unit in Tamil Nadu as found in this study.

Organisational Classification :

Book publication units are broadly classified into (a) Sole proprietorship, (b) Partnership and (c) Joint Stock Companies on

the basis of organisational character. Other types include the public and co-operative sectors and academic and religious centres and trusts.

Sole Proprietorship:

Sole proprietorship is the most popular organization found among the publishers in Tamil Nadu. By definition, a sole proprietor or sole trader is a 'show' by a single person or his own kith and kin. Mostly, an individual owns the unit and runs it also. He is solely responsible for decision making and functioning of the unit. Similarly, all the profit or loss is enjoyed or borne by him. Right from the conception to the final delivery of books in the market, he is one hundred per cent responsible.

The great merit of sole proprietorship is that the proprietor is well versed in his enterprise and can function swiftly. Delays can easily be avoided. The statement that "the miracle of ownership can convert sand into gold" is highly applicable to this form of business. Rain or shine, the sole proprietor can decide. Relevant figures are presented below:

Table: 9.- Sole Proprietors

Year	Number	Year	Number
1991	55	1996	75
1992	57	1997	78
1993	59	1998	83
1994	65	1999	84
1995	75	2000	87

In 1991, there were 55 sole proprietors in book publication. That has increased to a peak of 87 in 2000. It marks 158.2 per cent expansion. The maximum increase has taken place between 1994 and 1995. Between 1995 and 1996, there was no change at all. With a few fluctuations, the increase has kept an upward trend.The minimum increase was in 1999 and the maximum in 1995. This shows the development potentials and profitability rates of sole proprietorship.

The following table provides the computed values:

Table: 10.- Trend and Compound Growth Rate Estimates of Sole Proprietorship

Model	Value of a	Value of b	R^2	CGR
Trend	50.60	3.85* (0.27)	0.96	—
Semilog	3.96	0.06* (0.005)	0.95	5.67

* Significant at 1 per cent level.
Figures in parentheses show standard error.

From the above table it is found that the trend and compound growth rate estimates show that the increase in sole proprietorship is by 3.85 per cent per year with a compound growth rate of 5.67 which are significantly statistically.

Partnership:

Partnership, as a business organization, has been a popular type and adopted by like-minded business persons very often. It enjoys most of the merits of a collective and cooperative endeavour. It is free from some of the shortcomings found in other types of business ventures. It is a golden mean between a cabined

effort and unwieldy expansion. One can play the game safely under partnership.

In Tamil Nadu, partnership enjoys considerable importance among book publishers. Though the number is not very large, the volume of business and the rate of expansion have been considerably significant. The following table provides information:

Table: 11.- Number of Partnership Firms

Year	Number	Year	Number
1991	14	1996	20
1992	15	1997	21
1993	16	1998	22
1994	17	1999	22
1995	16	2000	23

There were 14 partnership units engaged in book publication activities in the year 1991. It increased steadily and touched the peak of 23 in 2000. It records an increase of 164.3 per cent. The maximum increase of four units has taken place in 1996. A decline by one unit is found between 1994 and 1995. The year 1999, did

not show any change. With a marginal decline, the general trend has been upward.

The necessary trend rate increase per year and compound growth rate estimated, are computed. They are 1.07 and 5.99 respectively, which are statistically significant. The following table serves in this context:

Table:12.-Trend and Compound Growth Rate Estimates of Partnership Firms

Model	Value of a	Value of b	R^2	CGR
Trend	12.73	1.07* (0.10)	0.93	—
Semilog	2.59	0.06* (0.006)	0.93	5.99

* Significant at 1 per cent level.
Figures in parentheses show standard error.

Joint Stock Company:

Among the book publishers, the joint company organization enjoys the second place with a considerable share. A joint stock type of organization has a wider scope of operation and many advantages. In a limited unit, the liability is automatically limited

and it can easily tide over difficulties. In 1991, there were 38 units. It formed 30.64 per cent in the total with a consistently increasing trend, except in 1996. The number reached 64 in the year 2000. The corresponding percentage of the total increased to 32.48. making an increase of 1.84 per cent. The overall increase between 1991 and 2000 has been 168.42 per cent. In 1995, a maximum of seven units joined this category. In 1996, there was no change. With a few fluctuations, the trend has been steadily upward. The following table shows the figures:

Table: 13.- Number of Joint Stock Companies

Year	Number	Year	Number
1991	38	1996	55
1992	42	1997	58
1993	44	1998	61
1994	48	1999	62
1995	55	2000	64

The trend and compound growth rate estimates are worked out for the above figures. The following table presents them:

Table:14.- Trend and Compound Growth Rate Estimates of Joint Stock Companies

Model	Value of a	Value of b	R^2	CGR
Trend	36.40	2.96* (0.20)	0.97	—
Semilog	3.63	0.06* (0.004)	0.95	6

* Significant at 1 per cent level.
Figures in parentheses show standard error.

From this table, it is clear that the annual trend rate increase is 2.96 and the compound growth rate is 6, which are statistically significant.

Other Types:

The fourth category includes co-operative societies, trusts, government departments, quasi-government organizations, research centres, educational institutions, corporations, religious organizations, literary associations and readers' forums. These units are comparatively small in number but they are able to bring out valuable publications. Whereas, other types of publishing organizations function with only a profit motive, some of these

associations, trusts and charitable institutions try to publish works of social and literary value not considering just profit as motive. Their social benefits are commendable.

In the same manner, government departments publish rules, regulations, orders, guidelines, gazettes, directories, yearbooks, manuals and reports which are useful and made available at nominal prices and even free of cost. In this manner, this category of publishers serve eminently well from the societal point of view. They do updating work also wherever needed. Revised editions and reprints are more popular with them than others.

Numerically, there were 17 units in this category in the first year of the study period. It has grown to 23 in the year 2000 making an increase of 135.29 per cent.

The number of units belonging to this category shows a different trend. Though the upward direction is maintained, there were three declines, one no change and five increases. Just after 1991, two units disappeared. Similarly in the final year, 2000,one unit went out of work. In 1991, there were 17 units, but in 1992, there were 15 units. In 1999, there were 24 units, but it became 23

in 2000. The years 1996 and 1999 had enjoyed increments by four units each. Between 1994 and 1995, there was no change at all.

These figures reveal a distinctive difference from those of other categories. The reasons for such fluctuations are a shift in favour of other categories and also the absence of adequate efforts on the part of several constituents which come under this category. But no unit faced closure due to loss.

Considering the share of this category in the total, it is found that in 1991, it was 13.70 per cent, and the same came down to 11.67 per cent in 2000. Though the number has increased, the relative share has come down because of the competitive share of joint stock units grew from 30.64 per cent to 32.48 per cent, while other categories remain at the same level.

The following table gives figures for the study period :

Table:15.- Number of Other Types

Year	Number	Year	Number
1991	17	1996	21
1992	15	1997	23
1993	16	1998	20
1994	17	1999	24
1995	17	2000	23

The following table provides figures relating to increase in trend rate per year and compound growth rate:

Table: 16.- Trend and Compound Growth Rate Estimates of Other Types

Model	Value of a	Value of b	R^2	CGR
Trend	14	0.96* (0.18)	0.78	—
Semilog	2.67	0.05* (0.01)	0.78	5.12

* Significant at 1 per cent level.
Figures in parentheses show standard error.

From the above table, it is evident that the annual increase in trend and compound growth rate estimates are 0.96 and 5.12, respectively, which are statistically significant.

A pie diagram is worked out for the above variates and annexed.

Considering the number of sole proprietorship, partnership, joint stock company and other types of organizations in the book publication activities, corresponding percentages enjoyed by them in the total are worked out for 1991 and 2000. In 1991, out of a total of 124, the sole proprietorship had 44.35 per cent; partnership 11.29 per cent; joint stock company 30.64 per cent and others had 13.72 per cent. For the same the parallel percentages in 2000 are 44.18,11.67,32.48 and 11.67 respectively.

It is revealed that in terms of percentages the joint stock companies show an improvement at the expense of others. It is clear that those who came under the other categories have understood the merits of a corporate entity and have moved into that group.

Philosophy Book Publishers:

Philosophy is one of the steady areas in the book world. Though not many publishers venture in philosophy titles, a few continue to specialize in the publication of the same. During the study period, some slight changes in the number of philosophy book publishers have taken place. In 1991, there were six publishers engaged in philosophy related titles. The same figure has touched a high of 10 in 1999 and continued in 2000 also. This increase records 166.67 per cent. The relevant figures are given in the following table:

Table: 17.- Philosophy Book Publishers

Year	Number	Year	Number
1991	6	1996	8
1992	6	1997	8
1993	6	1998	9
1994	7	1999	10
1995	7	2000	10

For the above figures, annual trend increase and compound growth rate estimates are computed. They are 0.50 and 6.72 respectively and significant statistically. These figures are given in the following table to facilitate clarity:

Table: 18.- Trend and Compound Growth Rate Estimates of Philosophy Book Publishers

Model	Value Of a	Value of b	R^2	CGR
Trend	4.93	0.50* (0.04)	0.94	—
Semilog	1.67	0.07* (0.004)	0.96	6.72

* Significant at 1 per cent level.
Figures in parentheses show standard error.

Religious Book Publishers:

Religion is a way of living based on certain guidelines and its basis is belief or faith. Some book publishers devote more attention towards the publication of books on religion and associated areas. Such books have wide ranging appeal and a vast section of readers. In any society, the religious faith and activities have a significant priority. Tamil Nadu and India are

noted for the origin, development and popularity of religion, epics and temples. A number of works deal with them and they enjoy a fairly good market potentials also. Hence, the publication of books on religion as a type of specialization has come up. Sustained efforts are noticeable in this direction.

In 1991, four publishers specialised in the publication of religious books. It kept a steady upward trend and the number increased to seven in 2000. The percentage of increase works out 175. The following table carries yearly figures:

Table: 19.- Number of Publishers of Religious Books

Year	Number	Year	Number
1991	4	1996	6
1992	4	1997	7
1993	4	1998	7
1994	5	1999	7
1995	6	2000	7

The necessary trend rate increase per year and compound growth rate estimates for religious books published are computed.

While the trend rate is 0.42, the compound growth rate stood at 8.04. These are statistically significant. The table is as below:

Table: 20.-Trend and Compound Growth Rate Estimates for Religious Book Publishers

Model	Value of a	Value of b	R^2	CGR
Trend	3.4	0.42* (0.05)	0.89	-
Semilog	1.29	0.08* (0.01)	0.88	8.04

* Significant at 1 per cent level.
Figures in parentheses show standard error.

Occult Science Book Publishers:

Books on astrology, palmistry, numerology and similar occultism based branches are found popular even now. The book publishers in Tamil Nadu are making their contribution in this field also.

In 1991, just one publisher in the Booksellers' And Publishers' Association of South India (BAPASI) family had published books in astrology and other occult branches. Towards the end of 2000, the last year of the study period, four publishers in

Tamil Nadu have taken up similar publications. The increase is four fold. Fluctuations were found during the in-between period They are given in the following table:

Table: 21.- Number of Occult Science Book Publishers

Year	Number	Year	Number
1991	1	1996	3
1992	1	1997	3
1993	1	1998	3
1994	2	1999	4
1995	2	2000	4

While the annual trend rate increase is 0.37, the Compound Growth Rate stands at 19.14, which are statistically significant. These are given in the following table:

Table:22.- Trend and Compound Growth Rate Estimates of Occult Science Book Publishers

Model	Value of a	Value of b	R^2	CGR
Trend	0.27	0.37* (0.03)	0.93	---
Semilog	-0.26	0.18* (0.02)	0.93	19.14

* Significant at 1 per cent level.
Figures in parentheses show standard error.

Medical Book Publishers :

Medicine is regarded as the queen of sciences. Its importance is well known and it has worldwide appeal and utility. As research is continuous, the inflow of books and related materials is also continuous. Different sections of the society like physicians, researchers, students and knowledge seekers find immense value and interest in books on medicine. Consequently, the publishers find it too fertile an area and richly rewarding in business terms.

In Tamil Nadu, just two publishers specialised in the publication of medical books in 1991. The figure became three in 1993, four in 1997 and remained four upto 2000. The overall expansion indicates 200 per cent between1991 and 2000. A tabulation follows:

Table:23.- Number of Medical Book Publishers

Year	Number	Year	Number
1991	2	1996	3
1992	2	1997	4
1993	3	1998	4
1994	3	1999	4
1995	3	2000	4

For the annual figures, the trend and compound growth rate estimated are computed.

The trend and compound growth rate estimates show that the increase in medical book publishers is by 0.24 per year with a compound growth rate of 8.45 which are statistically significant.These are presented below in the table:

Table:24.- Trend and Compound Growth Rate Estimates of Medical Book Publishers

Model	Value Of a	Value of b	R^2	CGR
Trend	1.87	0.24* (0.03)	0.87	--
Semilog	0.69	0.08* (0.01)	0.84	8.45

* Significant at 1 per cent level.
Figures in parentheses show standard error.

Books Published:

The health of the book industry is assessed by the total number of books published to a large extent. Differently stated, the total number of publications is a sure index to estimate the soundness of the activity.

The total number of books includes all types of books published in Tamil Nadu during the period of study, 1991 to 2000. In 1991, a total of 1442 titles have been published. The corresponding figure in the 2000 stood at 2341. In actual numbers, the difference worked out an addition of 899 titles. In terms of

percentage the increase is found to be 162.34. While a maximum increase of 329 titles had taken place between 1999 and 2000, a least increase of just eight titles had taken place between 1992 and 1993. A startling fact is that there was a decrease of 197 titles between 1996 and 1997.

Investigations reveal a few reasons like steep increase in print media, unfavourable changes in tax structure, general glut in the market, a lull in export, overall trade recession, effects of stagflation and minimum changes in syllabi relating to curricula. As the conditions gradually changed for the better between 1998 and 2000, the figures started increasing. The necessary figures are given below:

Table:25.- Total Number of Books Published

Year	Number	Year	Number
1991	1442	1996	1942
1992	1482	1997	1745
1993	1490	1998	1824
1994	1692	1999	2012
1995	1822	2000	2341

For these figures, the trend and compound growth rate estimates are computed.

Table:26.- Trend and Compound Growth Rate Estimates of Total Number of Books Published

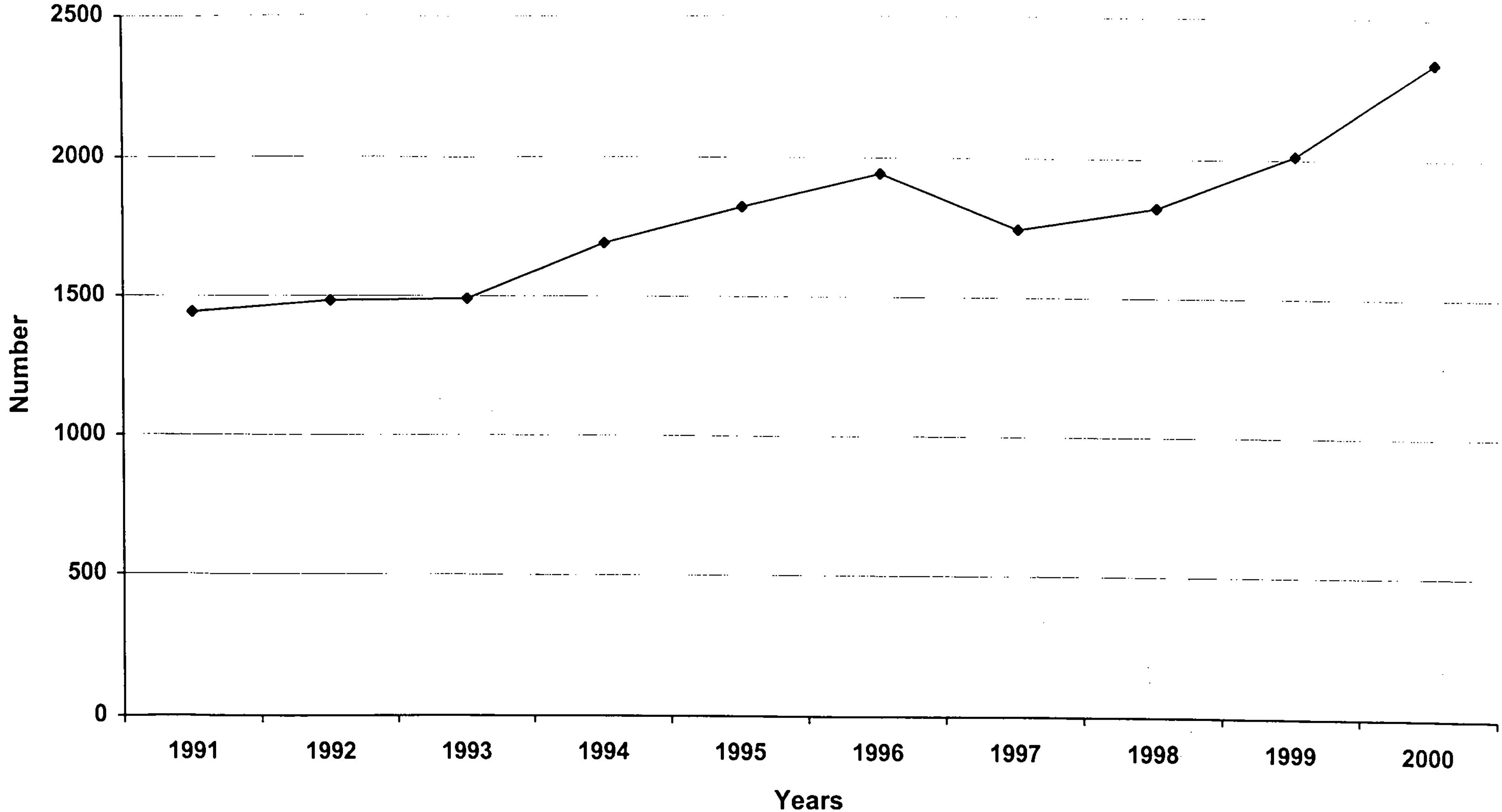
Model	Value of a	Value of b	R^2	CGR
Trend	1320.87	83.33* (13.58)	0.82	—
Semilog	7.22	0.05* (0.006)	0.85	4.76

* Significant at 1 per cent level.
Figures in parentheses show standard error.

From the above table, it is evident that the yearly increase in trend rate and compound growth rate are 83.33 and 4.76, respectively. These are statistically significant.

A graph showing the trend of total number of books published is presented .

Total Number of Books Published



Tamil Books:

It is natural that many book publishers in Tamil Nadu have tried to concentrate on the exclusive publication of books in Tamil, the mother tongue of the majority of the people of Tamil Nadu. A large number of publishers have evinced not merely an interest in this direction, but they have developed a zealous devotion and passionate attachment towards it. Such concentration and specialization have brought corresponding rewards to the publishers because of the high degree of interest among the Tamil readers. Essentially, the endeavour of publishing Tamil books alone has been well supported by the prevailing conditions.

In 1991, 1139 Tamil books were published. After some increases with 1997 decline, it rose to 1849 in the year 2000. The increase during the study period has been 710 books. It works out to 162.33 per cent, which is a satisfactory figure. A quick look at the trend reveals that the year 2000 had the highest increase of 260 volumes, and the year 1993 had the least increase of just six books. The year 1997 recorded a negative figure of 155.

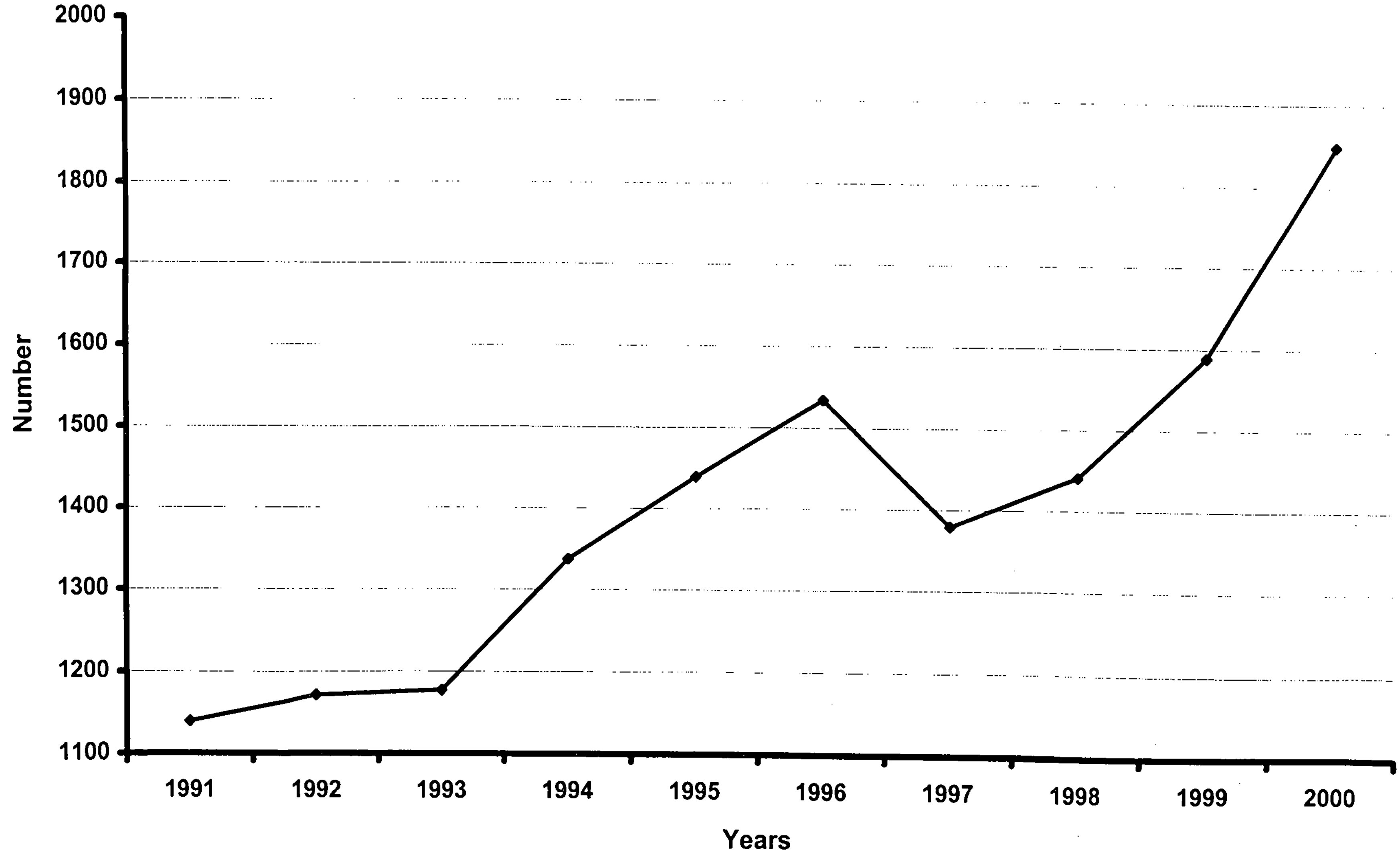
Such declines were due to the usual conditions like inflation and general recession. It is remarkable that with a single year decline, the overall growth between 1991 and 2000 has been upward and encouraging. The following table provides the necessary figures:

Table:27.- Tamil Books Published

Year	Number	Year	Number
1991	1139	1996	1534
1992	1171	1997	1379
1993	1177	1998	1441
1994	1337	1999	1589
1995	1439	2000	1849

The following table shows the relevant trend and compound growth rates:

Number of Tamil Books Published



Total Number of Books Published and Total Number of Tamil Books Published

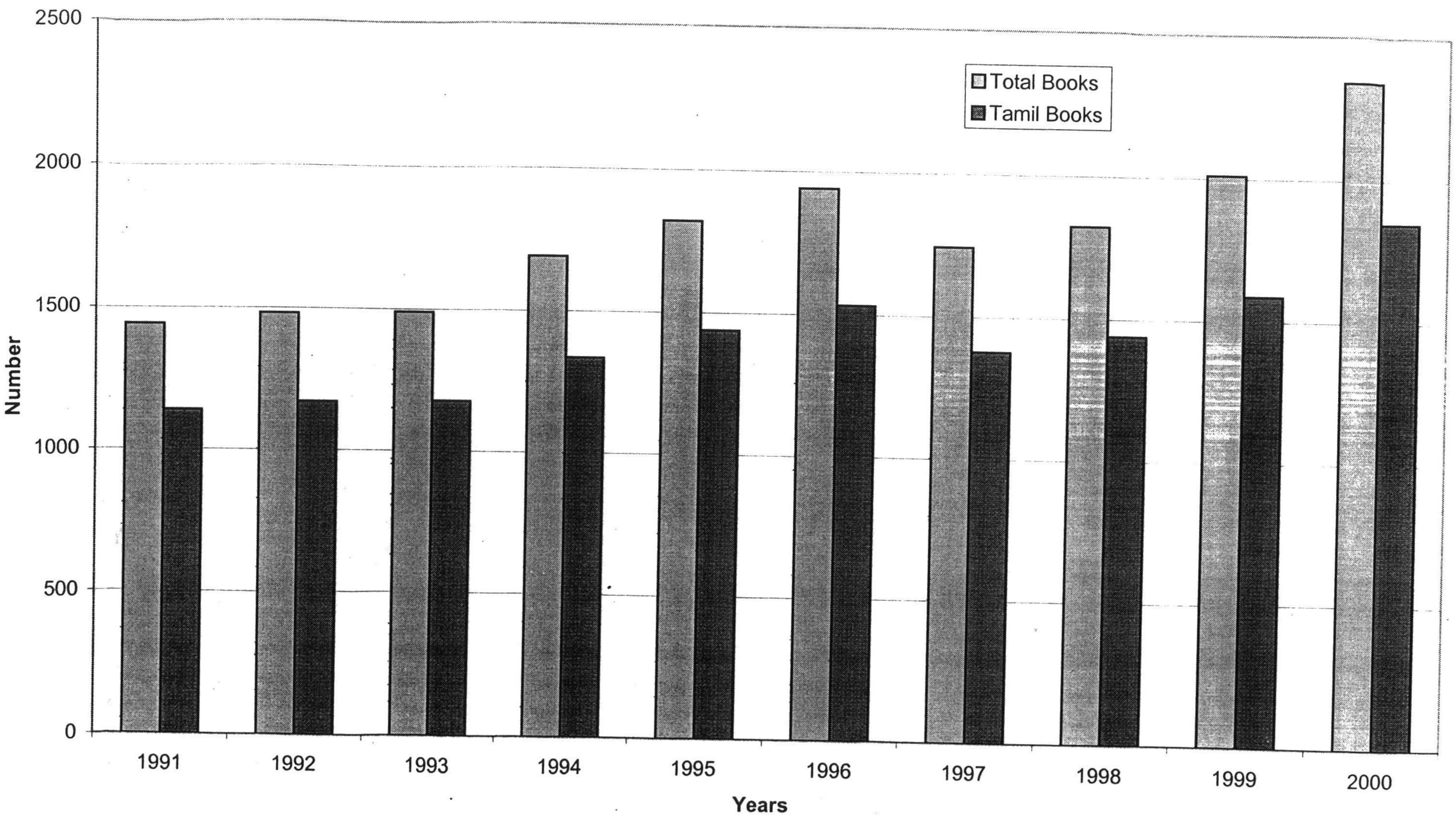


Table:28.- Trend and Compound Growth Rate Estimates of Tamil Books published

Model	Value of a	Value of b	R^2	CGR
Trend	1043.60	65.80* (10.71)	0.83	—
Semilog	6.98	0.04* (0.006)	0.84	4.75

* Significant at 1 per cent level.
Figures in parentheses show standard error.

While the annual increase in trend rate has been 65.80, the compound growth rate is 4.75. These are statistically significant.

Other Dravidian Language Books Published:

Tamil Nadu enjoys the characteristics of a pluralistic society with a composite culture. In very many places, a mixed linguistic combination is easily found. People speaking different languages like Tamil, Telugu, Malayalam, Kannada, Hindi, Urudu and some more other languages co-exist with a spirit of co-operation and peace. Books are also brought out in Non-Tamil Dravidian languages mentioned here.

In 1991, the number of books published in other Dravidian languages was 58. It had a steady increase with a few falls. A

comfortable feature during the study period was that the concerned figure touched a peak of 73 in 1995. The number touched 94 in 2000. The overall increase between 1991 and 2000 is 162.06 per cent.

This scenario could easily be presumed from observation that adequate titles in Telugu, Malayalam and Kannada are available in accordance with growth contours of the transforming society. The relevant table is presented below:

Table: 29.- Number of Other Dravidian Language Books

Year	Number	Year	Number
1991	58	1996	78
1992	59	1997	70
1993	60	1998	73
1994	68	1999	80
1995	73	2000	94

The corresponding trend and growth rate estimates are shown in the following table:

Table:30.- Trend and Compound Growth Rate Estimates of Other Dravidian Books Published

Model	Value Of a	Value of b	R^2	CGR
Trend	53.06	3.32* (0.56)	0.82	—
Semilog	4.00	0.46* (0.007)	0.84	4.72

* Significant at 1 per cent level.
Figures in parentheses show standard error.

The trend rate increase is 3.32 per year and the compound growth rate is 4.72, which are statistically significant .

National Language Books:

Another category of books are those published in several other Indian languages like Sanskrit, Hindi, Punjabi, Oriya, Bengali, Marathi and Assamese by Tamil Nadu publishers.

The Booksellers' And Publishers' Association of South India (BAPASI) members have shown some interest in printing, publishing and selling books in these national languages also. The traders of other parts used to make use of the services of Tamil

Nadu book publishers whenever needed. Apart from such services like assignments, regular business also continues.

During the study period, the number of books published in national languages has increased upto 1996 and then has come down slightly in 1997. In 1991, a total of seven books were published. It continued to be the same till 1993. The number was12 in 2000.The overall increase between 1991 and 2000 has been by 171.42 per cent.

The following table carries data:

Table:31.- National Language Books

Year	Number	Year	Number
1991	7	1996	10
1992	7	1997	8
1993	7	1998	9
1994	8	1999	11
1995	9	2000	12

The following table presents the computed estimates of trend and compound growth rates:

Trendlines Showing English and Other National Language Books

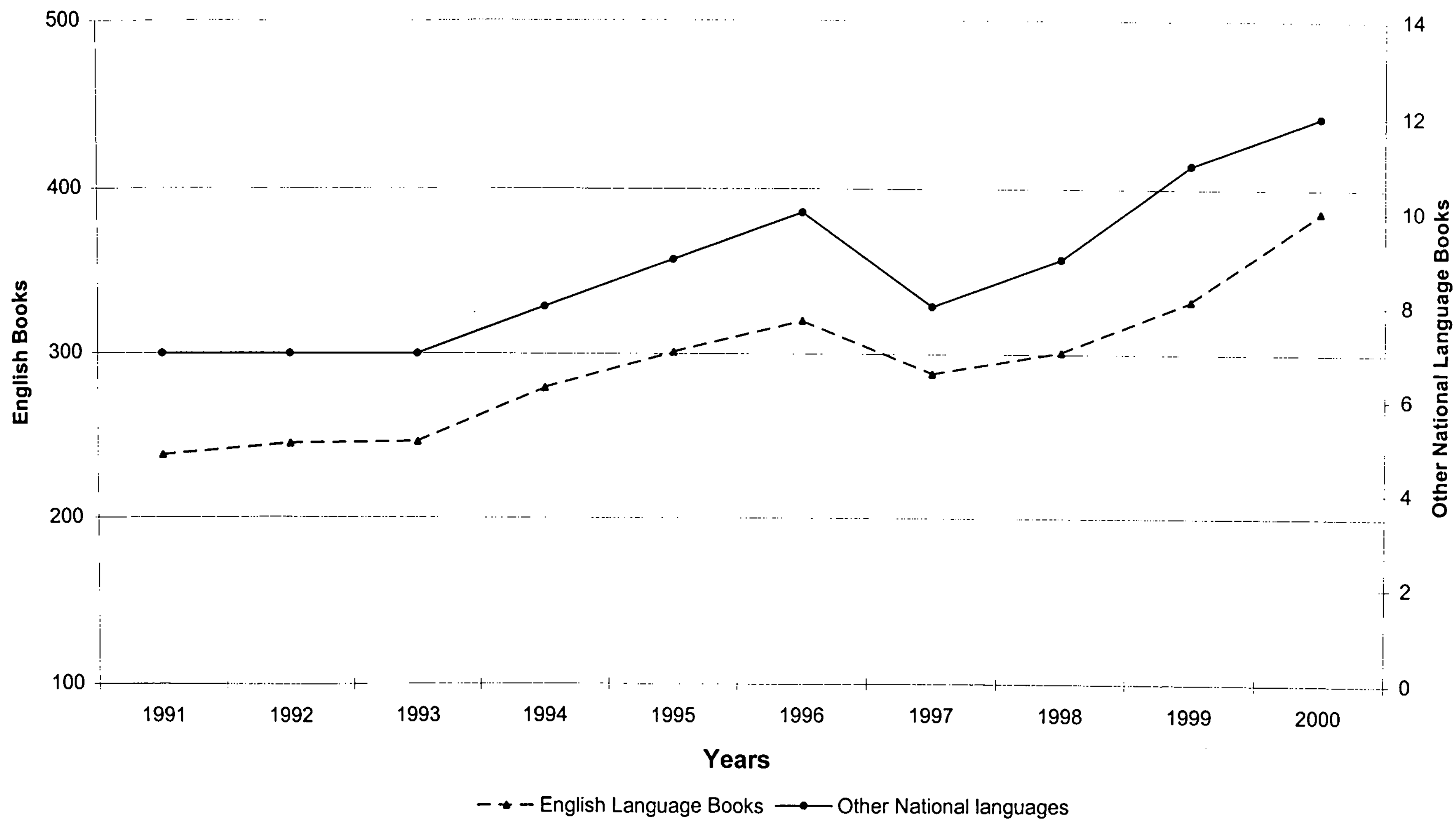


Table:32.-Trend and Compound Growth Rate Estimates of National Language Books Published

Model	Value of a	Value of b	R^2	CGR
Trend	6.00	0.50* (0.09)	0.77	—
Semilog	1.85	0.57* (0.01)	0.79	5.85

* Significant at 1 per cent level.
Figures in parentheses show standard error.

The trend and compound growth rate estimate shows that the increase in national language books is by 0.50 per year with a compound growth rate of 5.85 which are statistically significant.

English Books:

The Tamil Nadu book publishers did due justice by publishing a reasonable number of books in English, a widely utilized and admired international language. The people of Tamil Nadu have also been noted for their interest in reading English works and also writing them. Some Tamils have excelled even Englishmen in English writing. Naturally, the publishers in Tamil Nadu gave considerable importance to the publication of English works during the study period. As years rolled on, structural and

functional changes have taken place in the field. More and more English books have been imported and publishers in Tamil Nadu started focusing on the publication of more Tamil books.

The data for the study period shows an upward trend with a decline in 1997.

In 1991, 238 books in English were published by Tamil Nadu publishers. It reached a peak of 386 in 2000. The percentage increase between 1991 and 2000 works out 162.18.

The Table below gives the figures:

Table:33.- English Books

Year	Number	Year	Number
1991	238	1996	320
1992	245	1997	288
1993	246	1998	301
1994	279	1999	332
1995	301	2000	386

The following table consists of trend and compound growth rate estimates:

Table:34.- Trend and Compound Growth Rate Estimates of Number of English Books Published

Model	Value of a	Value of b	R^2	CGR
Trend	218.20	13.71* (2.23)	0.83	—
Semilog	5.41	0.04* (0.006)	0.84	4.74

* Significant at 1 per cent level.
Figures in parentheses show standard error.

The trend and growth rate estimates reveal that the English books published in Tamil Nadu between 1991 and 2000 have increased by 13.71 per year with a compound growth rate of 4.74 which are statistically significant.

Revised Editions:

Revision of knowledge is an essential aspect and has become a necessity in the book world. Any book becomes old and outdated in terms of current realities and coverage as soon as it is published. A process of continuous revision is not merely useful but

inevitable for serving the purposes of a book. Revision has become a common feature and publishers are attaching adequate importance to revisions. The publishers in Tamil Nadu have understood this feature and have been according due importance to the same. The benefits of revised editions have created an increasing awareness among publishers.

In Tamil Nadu, there were 74 revised editions of titles in 1991. It has grown to 415 in the year 2000 with marginal ups and downs. The overall increase works out to be 560.81 percent between 1991 and 2000.

The following table provides corresponding year-wise figures:

Table:35.- Revised Editions

Year	Number	Year	Number
1991	74	1996	124
1992	84	1997	57
1993	97	1998	60
1994	101	1999	347
1995	115	2000	415

The trend and compound growth rate estimates are provided in the following table:

Table:36.- Trend and Compound Growth Rate Estimates of Revised Editions

Model	Value of a	Value of b	R^2	CGR
Trend	-6	27.89* (10.93)	0.45	—
Semilog	4.04	0.13* (0.06)	0.34	13.85

* Significant at 1 per cent level.
Figures in parentheses show standard error.

The trend and compound growth rate estimates show that the increase in revised editions is by 27.89 per year with a CGR of 13.85 which are very significant statistically.

Reprint Books:

Utility and popularity determine the fast sale and exchange of books. When a book gains reputation through the author, the subject matter dealt with and the nature and time of presentation, the first print copies will sell like hot cakes. Subsequent reprints are needed to meet the increasing demand for such books. There

are popular fiction masterpieces, text books, biographies, autobiographies in this category. All such works enjoy a number of reprints.

As far as Tamil Nadu is concerned, the reprint publications are considerable. In 1991, there were 715 reprints. It rose to 1225 in 2000. The overall increase has been 171.32 per cent.

The general trend over the years has been upward. But, both considerable decrease and increase have taken place. For example in 1992, there was a decrease of 100 books. In 1993, there was an increase of 210 books. Again, there was a decline for two years,and maximum decline took place in 1997. After that during the last three years there was only considerable increase. This is an aspect which shows the promising market morphology and effective response from the publisher's side. The above figures are tabulated below:

Table:37.- Reprints Published

Year	Number	Year	Number
1991	715	1996	820
1992	615	1997	614
1993	825	1998	728
1994	714	1999	1120
1995	700	2000	1225

The trend and compound growth rate estimates for reprints have been computed. Table below is useful:

Table:38.- Trend and Compound Growth Rate Estimates of Reprint Books

Model	Value of a	Value of b	R^2	CGR
Trend	579.13	39.67* (16.43)	0.42	—
Semilog	6.41	0.04* (0.01)	0.39	4.54

* Significant at 1 per cent level.
Figures in parentheses show standard error.

While the trend rate estimate is 39.67 per -year and the compound growth rate is 4.54. Both are found to be statistically significant.

General Books:

There are books on general topics, subjects, problems and issues and those on specific or particular subjects and topics. These books are called general because any reader will find something useful as they carry information which will be useful. In other words, these books serve as a general introduction to more specialised studies. For example, a book on literature in general can be useful as an introduction to a book on literary criticism. Such books are popular in every language. The scope and coverage of general books are wider than others.

In Tamil Nadu, the book publishers give adequate importance to the publication of general books.

The necessary data relating to the publication of general books are presented in the following table:

Table:39.- General Books Published

Year	Number	Year	Number
1991	173	1996	272
1992	161	1997	253
1993	164	1998	219
1994	203	1999	182
1995	192	2000	234

In 1991, 173 general titles were published. With small ups and downs , it reached the maximum of 272 in 1996. It was an increase of 157.22 per cent. Then in 2000, 234 books under the general head were published. The overall increase between 1991 and 2000 was 135.26 per cent.

These figures for each year in the study period show that the number of general books published changed in accordance with the changing events and other occurrences. A few general books might have been instant books which could have been published in view of certain happenings. Hence, the sharp fluctuations might have taken place.

The corresponding trend and compound growth rate estimates are computed for the data given above. While the increase in trend was 7.28 per year, the compound growth rate stood at 3.72 which are statistically significant. The following table provides related figures;

Table:40.- Trend and Compound Growth Rate Estimates of General Books

Model	Value of a	Value of b	R^2	CGR
Trend	165.27	7.28* (3.65)	0.33	—
Semilog	5.11	0.04* (0.02)	0.37	3.72

* Significant at 1 per cent level.
Figures in parentheses show standard error.

Reference Books:

Reference books or manuals play a very significant role in normal academic and special research oriented exercises. Referring to standard and authentic books or manuals has become one of the methods by which higher learning and

writing are being carried out. Such works serve as data base also.

Reference is made at all levels of learning. The publication of reference books is made with a regular periodicity. This provides for the updating of information and data or facts and figures. Reference materials take many forms like year books, books on general knowledge, encyclopaedias directories, dictionaries, thesaurus and books of maps.

In 1991, 115 reference volumes were published. This figure became 233 in 2000. The overall increase has been 262.60 per cent. A few ups and downs were found between the years.The following tabulation provides figures for the study period:

Table:41.- Reference Books Published

Year	Number	Year	Number
1991	115	1996	117
1992	106	1997	96
1993	75	1998	146
1994	68	1999	221
1995	100	2000	233

For the above year wise data, the trend and compound growth estimates are computed. The increase in trend is 14.08 per year and the compound growth rate stands at 10.20 which are statistically significant.

The following table carries relevant figures:

Table:42.- Trend and Compound Growth Rate Estimates of Reference Books

Model	Value of a	Value of b	R^2	CGR
Trend	50.27	14.08* (4.34)	0.56	—
Semilog	4.24	0.10* (0.03)	0.52	10.20

* Significant at 1 per cent level.
Figures in parentheses show standard error.

Entertainment Books:

Entertainment is an integral aspect of modern living. There are many forms and methods of entertainment. Entertainment through books is one of the oldest forms. In a way, books provide the cheapest and also the widest form of entertainment . If an entertainment book is purchased, a number of people can be benefited for a very long time. An entertainment book is unique since it is available at any time in a day or night. Books can entertain, encourage and inspire individuals easily. Generally, entertainment books provide light reading. Books with short stories, novels, jokes and satires can provide harmless entertainment. Hilarious comedies and cheerful narratives are made available by these books.

The publication details for the study period are presented in the table given below:

Table:43.- Number of Entertainment Books

Year	Number	Year	Number
1991	476	1996	638
1992	504	1997	563
1993	417	1998	657
1994	473	1999	743
1995	510	2000	633

From the above table, it is perceived that 476 titles relating to fiction, comics, cinema, puzzles, riddles, jokes and pictures were published in 1991. With the usual tendency of variation in small numbers, the year 1999 saw the all time high of 743 titles. This increase works out to 156.09 per cent. The very next year, 2000, had 633 books published under entertainment head. It shows a decline by 14.80 per cent as compared with 1999.

For the above figures, the trend and compound growth rate estimates are worked out. The increase in trend is 28.39 per year and the compound growth rate is 5.16 which are statistically significant. The corresponding table follows:

Table:44.- Trend and Compound Growth Rate Estimates of Entertainment Books

Model	Value of a	Value of b	R^2	CGR
Trend	405.27	28.39* (6.57)	0.70	—
Semilog	6.04	0.05* (0.01)	0.70	5.16

* Significant at 1 per cent level.
Figures in parentheses show standard error.

Adult Books:

Though there cannot be any water tight compartmentalisation of types of books, there are certain books exclusively meant for adults. These books require a grown up mental make up and digestive power. Some such books deal with sex and related matters. For obvious reasons, such volumes have to be kept away from children. They are termed as 'adult books'.

In 1991, 72 adult titles were published in Tamil Nadu. It touched a high of 118 in 2000. There were slight falls and shoots in between the years. The increase of titles published between 1991 and 2000 stood at 163.88 per cent.

These data are presented in the following table:

Table:45.- Adult Books Published

Year	Number	Year	Number
1991	72	1996	177
1992	59	1997	170
1993	149	1998	109
1994	169	1999	101
1995	182	2000	118

The corresponding figures are duly computed to find the trend rate and compared growth rate estimates. The trend rate increased by 3.07 per year and the compared growth rate is 4.10. Which are statistically significant. The data are represented in the following table:

Table:46.- Trend and Compound Growth Rate Estimates of Adult Books

Model	Value of a	Value of b	R^2	CGR
Trend	113.73	3.07* (5.14)	0.04	—
Semilog	4.59	0.04* (0.04)	0.09	4.10

* Significant at 1 per cent level.
Figures in parentheses show standard error.

Children's Books:

Childrens books are also very popular these days. Such books generally carry descriptions with colourful pictures. photographs, and diagrams. They are very attractive and educative in value. Children are introduced to grand epics and other serious stories in a very interesting and attractive manner by these books. Special care is needed in producing children's books.

Respecting the adage, 'Child is the father of the man', publishers in Tamil Nadu give importance to publication of children's books.

During the study period, the yearwise volume of publication of children's books fluctuated a little considerably. For example, in 1991, 159 titles were published. It rose to 364 in 1995. Again, in 1997 itself, the number fell to 192. By way of revival, 2000 found 375 titles. Between 1991 and 2000, the increase in the publication of children's books works out to be 235.84 per cent. The following table is useful:

Table:47.- Number of Children's Books Published

Year	Number	Year	Number
1991	159	1996	258
1992	182	1997	192
1993	238	1998	237
1994	305	1999	262
1995	364	2000	375

For the above figures, the trend and compound growth rate estimates are computed . While the annual increase in trend is 12.45, the compound growth rate stands at 5.30, both of which are statistically significant.

The following table carries computed figures:

Table:48.- Trend and Compound Growth Rate Estimates of Children's Books Published

Model	Value of a	Value of b	R^2	CGR
Trend	188.73	12.45* (7.30)	0.27	-
Semi log	5.23	0.05* (0.03)	0.30	5.30

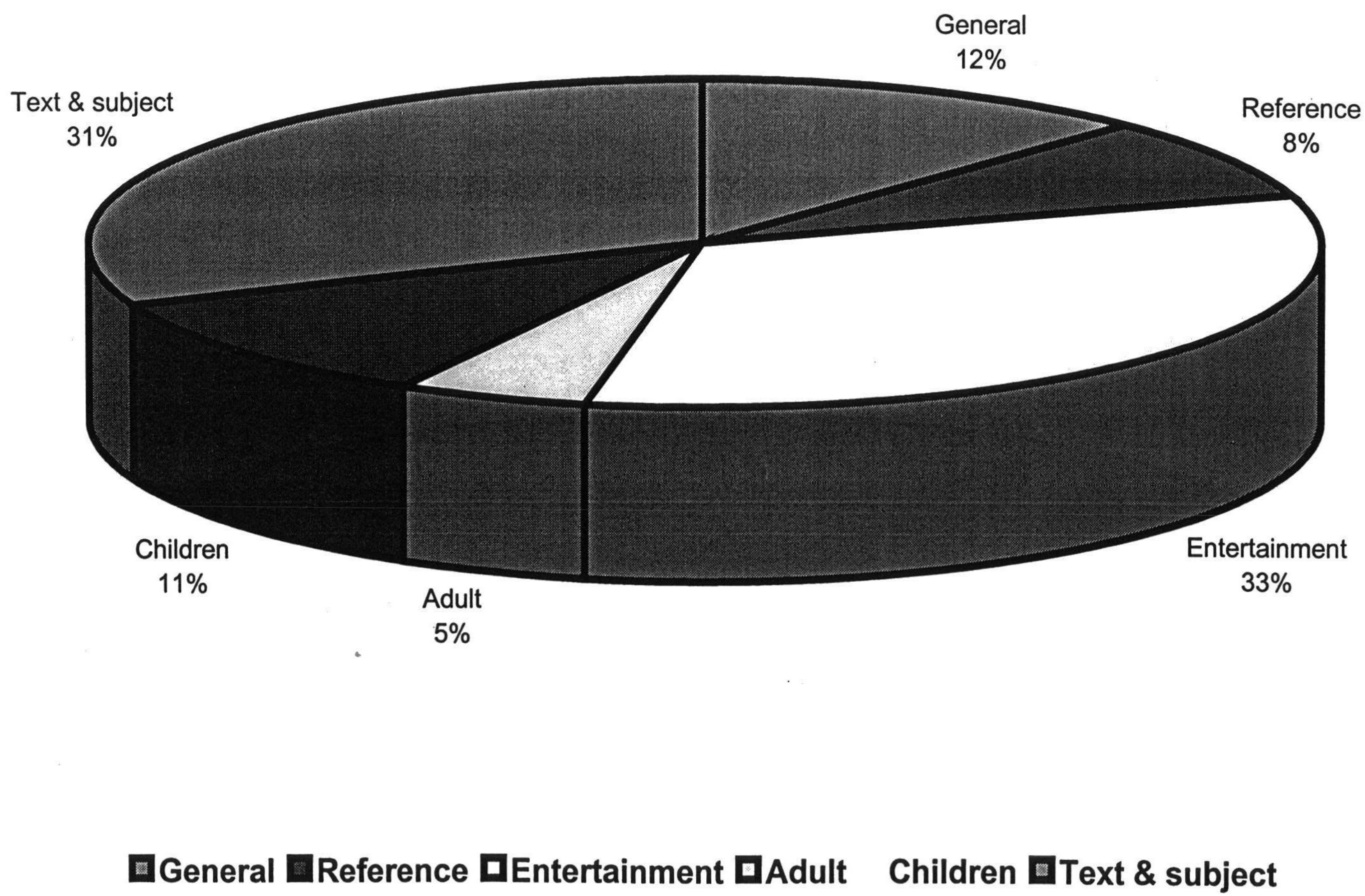
* Significant at 1 per cent level.
Figures in parentheses show standard error.

Text and Subject Books:

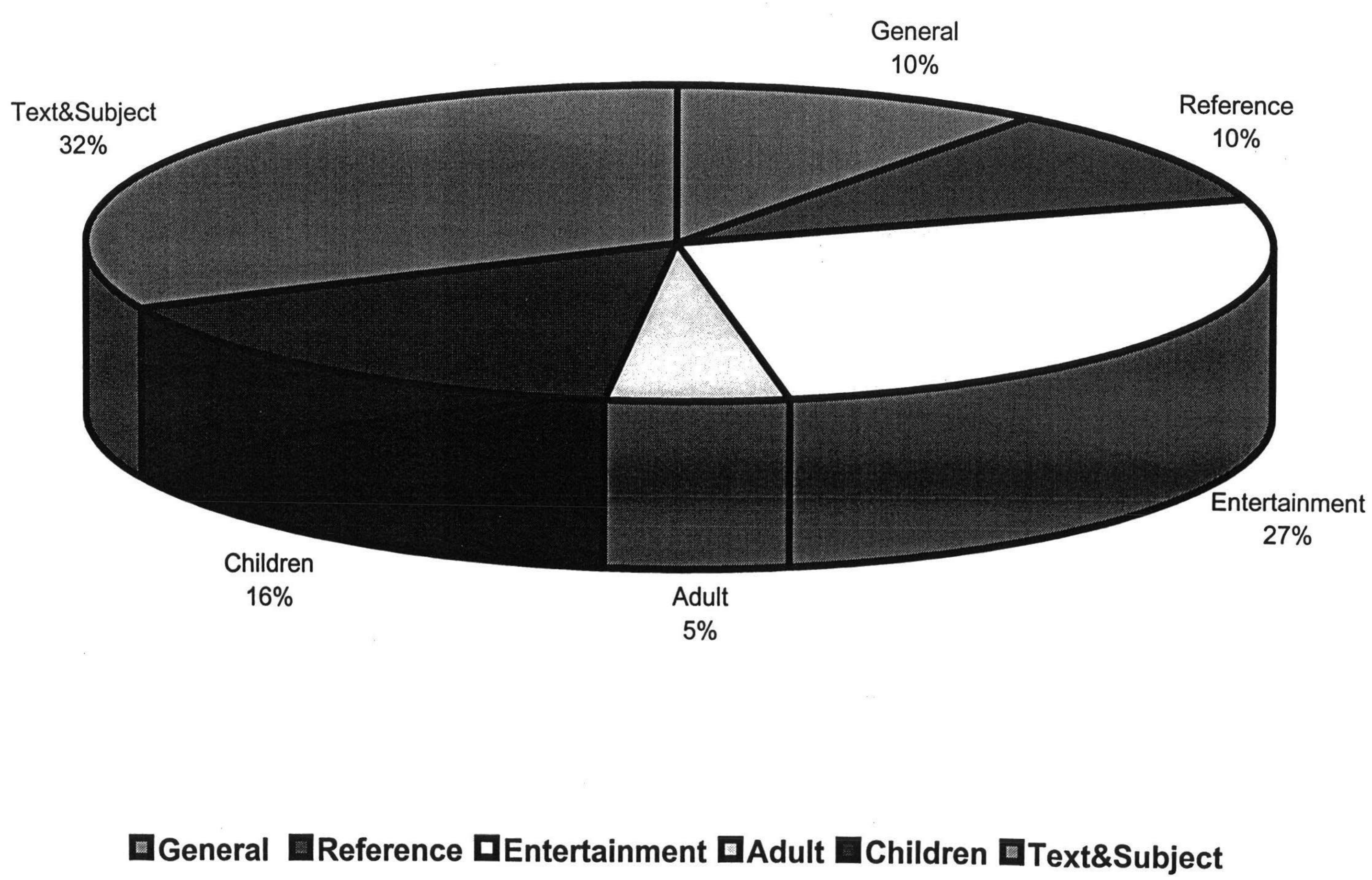
Text books and subject books enjoy a considerable share in the total volume of production of books.All educational institutions advise students of all classes to own standard or prescribed textbooks and suggest or recommend books in every subject. They serve eminently well as far as attaining academic excellence is concerned.

There are guidance books and also question and answer type books. They are only supplemental and can never be substitutes

Types of Books-1991



Types of Books-2000



for standard textbooks. The extent of coverage, precision and accuracy is at the expected levels only in text books.

Tamil Nadu has a dynamic educational structure or academic system with a number of educational institutions and centers of higher learning. The authorities give importance to rational revision of lessons whenever needed. Hence, the demand for text and subject books keeps an upward trend. In order to meet the increasing demand every year in the light of additions of educational institutions and also students, the book publishers have to increase their supply.

As far as the text or subject books are concerned, 447 titles were published in 1991 by the book publishers in Tamil Nadu. It rose to 748 in 2000. Ther were small decreases and increases in figures during the in between years. The overall expansion in titles published as text books, between 1991 and 2000 works out to 167.33 per cent. The annual break up of figures are as the following:

Table:49.- Number of Text Books Published

Year	Number	Year	Number
1991	447	1996	480
1992	470	1997	471
1993	447	1998	456
1994	474	1999	503
1995	474	2000	748

The computed estimates of trend and compared growth rates pertaining to text books published between 1991 and 2000 are tabulated below:

Table:50.- Trend and Compound Growth Rate Estimates of Text Books published

Model	Value of a	Value of b	R^2	CGR
Trend	397.6	18.07* (8.31)	0.37	-
Semi log	6.02	0.03* (0.01)	0.40	3.20

* Significant at 1 per cent level.
Figures in parentheses show standard error.

The trend increase per year is 18.07 and the Compound Growth Rate is 3.20, both of which are statistically significant.

Deluxe Book Editions:

Some books are published as deluxe or luxury editions. Special care is taken in the choice of paper, ink and also binding materials. These volumes are made in a costly and, luxurious manner. These types of books are mostly purchased for giving gifts or sending to foreign countries or for library purposes. Though the deluxe or luxury volumes are very common in developed countries, they are not totally absent in developing countries like India. As a leader in the industry, Tamil Nadu publishers have been giving due importance to the deluxe editions also.

One is able to observe a steady upward trend in the publication of deluxe or luxury editions. In 1991, just 72 books were brought out in the deluxe form. With marginal ups and downs, it has touched 127 level in 2000 registering an increase of 176.38 per cent. The necessary figures are presented, in the following table, for the study period:

Table:51.- Deluxe Editions

Year	Number	Year	Number
1991	72	1996	87
1992	67	1997	106
1993	74	1998	100
1994	99	1999	70
1995	91	2000	127

The corresponding annual increase in trend rate and compound growth rate have been 4.02 and 4.38 which are statistically significant.

The above data are presented in the following table:

Table:52.- Trend and compound growth rate Estimates of Deluxe Editions

Model	Value Of 'a'	Value of 'b'	R^2	CGR
Trend	67.20	4.02* (1.74)	0.40	-
Semilog	4.24	0.04* (0.02)	0.38	4.38

* Significant at 1 per cent level.
Figures in parentheses show standard error.

Hard Bound Editions:

Another type with distinction among books is hard bound volumes or library editions. Hard bound books serve excellently well particularly in libraries, since the rate of utilization of such books is found to be extremely high. It is more so in the case of reference volumes. A good number of people handle them in increasing frequency and they should be physically fit enough to withstand the strain.

Looking from a humane angle, a book is also a living entity and it can have physical sufferings too. Rough and wreckless handling of them by some users causes damages. Hence, there

is an increasing need for hard bound library editions. These books are primarily meant for libraries, at the district levels and educational institutions..

An encouraging trend of improvement in the publication of hard bound editions is found. While 259 books were published in 1991in hard bound library editions, 362 books were published in that category in 2000. The usual ups and downs are seen at the margin. The overall increase during the study period in this category shows 139.76 per cent. The year wise figures are the following:

Table:53.- Hard Bound Editions

Year	Numbers	Year	Numbers
1991	259	1996	359
1992	281	1997	331
1993	268	1998	291
1994	288	1999	351
1995	328	2000	362

The trend rate increase per year is 10.25 and the compound growth rate is 3.38 as far as the hard bound editions are concerned. These figures are statistically significant.

The computed estimates are given in the table below:

Table:54.- Trend and Compound Growth Rate Estimates of Hard Bound Editions

Model	Value of a	Value of b	R2	CGR
Trend	255.40	10.25* (2.72)	0.64	-
Semi Log	5.55	0.03* (0.008)	0.65	3.38

* Significant at 1 per cent level.
Figures in parentheses show standard error.

Paperback Editions:

In order to increase convenience in carrying and handling, the publishers have introduced paperback editions. Usually, a paperback edition is cheap and an average reader will find it more suitable and economical. The middle class people find these books highly useful. Moreover, these books weigh less and usually meant for light reading. The price also will be low and affordable. Novels, short stories and even epics are published in cheap editions. Very many readers use them during travel also.

In 1991, the Tamil Nadu book publishers published 865 cheap editions. The same rose to 1404 in 2000 making 162.31 per cent increase over the years.

Table : 55.- Paperback Editions

Year	Numbers	Year	Numbers
1991	865	1996	1155
1992	874	1997	1012
1993	894	1998	1094
1994	982	1999	1207
1995	1093	2000	1404

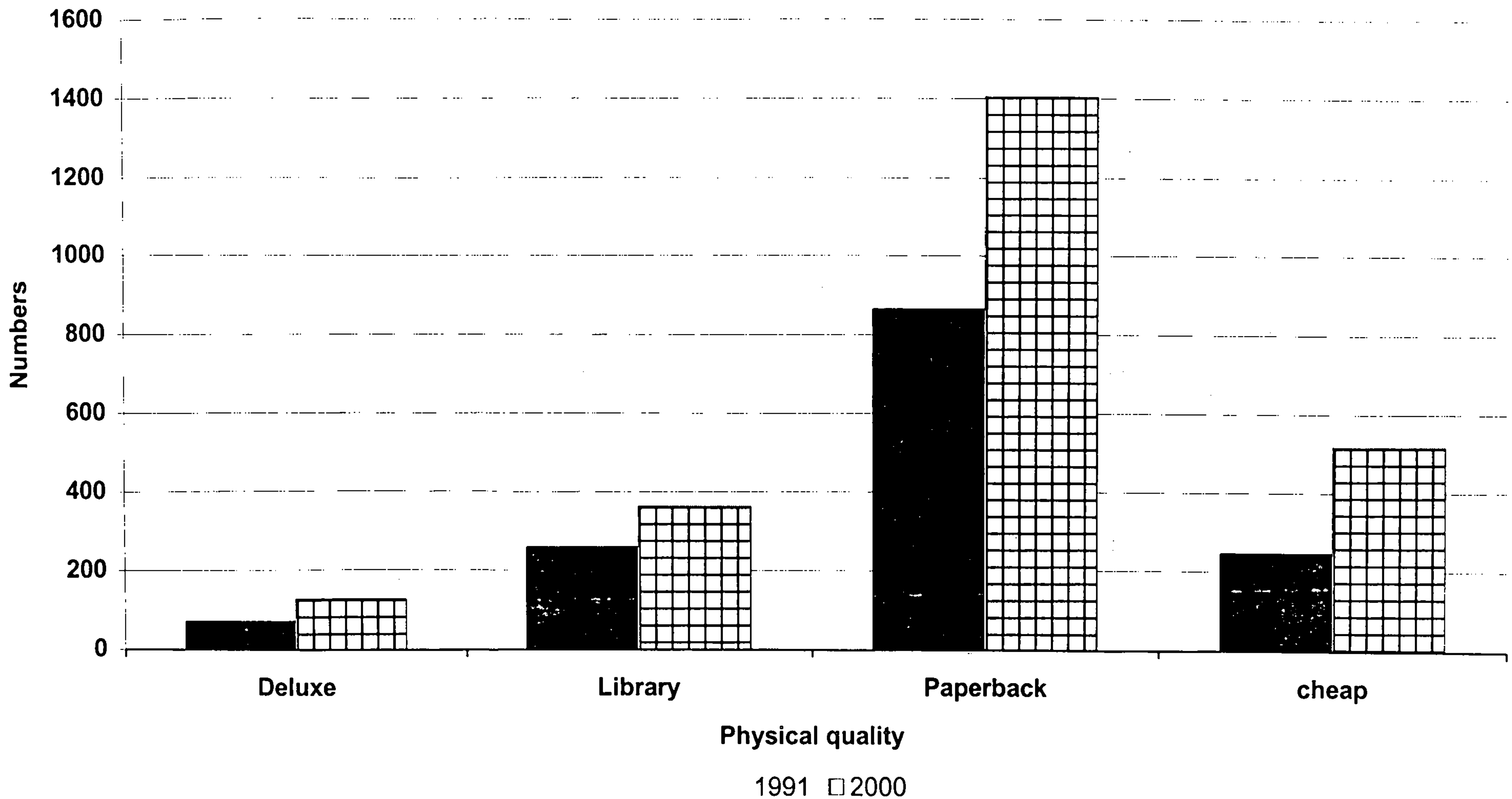
The necessary figures are presented in the following table with another table showing the computed trend and compound growth rate estimates:

Table:56.- Trend and Compound Growth Rate Estimates of Paperback Editions

Model	Value of 'a'	Value of 'b'	R2	CGR
Trend	780.20	50.51* (8.64)	0.81	-
Semi Log	6.69	0.05* (0.007)	0.84	4.82

* Significant at 1 per cent level.
Figures in parentheses show standard error.

Comparison of Publication of four Different Physical Quality of Books in the Decade Under Study



For the paperback editions, the annual increase in trend and compound growth rate estimates are computed. While the former is 50.51, the latter shows 4.82 and both are statistically significant. Figures are tabulated below:

Students' Cheap Editions:

Another type is the students' cheap edition. The term 'students' stand for textbooks in this context. The students' cheap edition books are mostly text or subject books. These books are sold at affordable prices suiting the students' budgets in light attractive packings.

These books are widely exchanged between countries on contractual agreements at concession prices.

In Tamil Nadu, during the study period significant improvements in this category took place. In 1991, just 246 students' cheap editions were published. It became 516 in 2000. This is an increase by 209.75 per cent. The data break up for 10 years is given in the table below:

Table:57.- Students' Cheap Edition Books

Year	Numbers	Year	Numbers
1991	246	1996	341
1992	260	1997	296
1993	254	1998	312
1994	323	1999	343
1995	310	2000	516

It is obvious that a few fluctuating turns are found.

The trend rate increase for the above figures is 19.70 per year and compound growth rate 5.91 which are statistically significant. The above figures are provided in the following table:

Table:58.- Trend and Compound Growth Rate Estimates of Students' Cheap Editions

Model	Value of 'a'	Value of 'b'	R2	CGR
Trend	211.73	19.70* (5.71)	0.60	-
Semi Log	5.43	0.06* (0.01)	0.67	5.91

* Significant at 1 per cent level.
Figures in parentheses show standard error.

Books for Competitive Examinations:

These are days of the struggle for survival and in that struggle the fittest alone can survive. To secure a descent job, one has to prove one's merit by securing creditable ranks in competitive and other evaluation examinations or tests. For such preparation, standard and updated books are essential.

A few publishers everywhere give due importance to this trend and try to specialise in the publication of such titles which serve as competition aids.

In Tamil Nadu, a few publishers take special care and give due importance to the publication of books meant for competitive examination at different levels. Though a majority of publishers in the Book Sellers' And Publishers' Association of South India (BAPASI) evince interest in selling such books, just one or two units concentrate on production of similar titles. During the study period the same two publishers were found giving adequate importance to the production and sale of books meant for competitive examinations.

Translated Works:

Translation is a powerful device in the expansion of knowledge. Only through translations, the ideas and facts available in a particular language in a corner of the world can be made available in the language of another place on the other side of the globe. Translation is both an art and a science. Much care is needed in the process because deviations must be avoided and the charm and force of the originals should not be lost. Above all, the translation should be more faithful than beautiful.

In Tamil Nadu, 10 members of the Booksellers' And Publishers' Association of South India (BAPASI)between 1991 and 2000, have been concentrating on the publication of translated works.

Edited Works:

Generally, an author or a group of authors produce materials for publication. Some authors produce books periodically with a business motive. On the other hand, essays, articles and books in brief forms appear frequently. Such materials are usually specialised in character and they carry

information along with masterly messages. They are immensely valuable from the intellectual or academic point of view. Atonce, they may not be commercially viable and profitable. In their most micro form, they lack marketability. In such cases, the efforts of an editor can work wonders and the proper aggregation or compilation of these small homogenous materials can contribute suitably well to that subject matter. Very many edited works excel others in their content and coverage.

In Tamil Nadu, edited works are mainly published with respect to research and subject oriented higher learning. No single publisher does this job of publishing the edited books exclusively.

It is a generally felt all over the world that an edited work is qualitatively varied and more comprehensive in its appeal.

Abridged Editions:

Books in abridged forms, individually or as a companion volume, have been popularly convenient. Students and other readers also find abridged editions compact, economical and convenient to use as they carry the voluminous original subject

matter in a précis form. It is a magnificent miniature of a macro master.

One is not able to understand as to why the abridged form of publication has not been so popular in the local and regional languages as it is in the case of international languages. Only a handful of books have abridged versions and this seems to be a rather neglected area by the otherwise resourceful Tamil Nadu publishers.

There are short form books with select parts or passages of a grand work. A faithful and true reflection of the major by a minor has not become popular.

Award Winning Titles:

Awards function as a catalyst and a source of inspiration. Due recognition and identification of merit are also implied in them. It is not uncommon for the books published of Tamil Nadu to win awards and receive rewards.

Very often the publications of Booksellers' And Publishers' Association of South India have won awards from several

organizations. During the study period, 60 books published by Booksellers' And Publishers' Association of South India (BAPASI) members have won awards.

Books Exported:

The import and export of books from one part of the world to another has become very common these days. Quality of the subject matter creates relevance and utility. So the demand for such works goes up. Hence, there is an increasing exchange of books between countries. Naturally the publishers also try to improve and enhance the physical get up and execution of the work in terms of printing and binding and give an attractive touch appearance on par with international titles and editions.

For a publisher in Tamil Nadu, to export his products is not an easy one. It is more a matter of pride than mere trade. In the book world, certain nostalgic considerations also carry weight. Keeping with that, the Tamil Nadu publishers feel encouraged, when they explore and exploit foreign markets.

Though accurate figures relating to books exported by Tamil Nadu publishers are not available one can easily understand from personal discussions and interviews that the Tamil Nadu

publishers are happy with the export trends and they give due importance to foreign markets.

This is a very strong indicator as far as book publication activities are concerned. It reveals the qualitative improvements achieved already by domestic publishers and the inbuilt strength of the industry.

Books Banned:

In order to ensure discipline and decency in the print world, the act of banning improper and undesirable titles is in force.

Such antisocial publications are viewed very strictly in some countries and a somewhat liberal attitude is adopted by governments in certain other countries. It is essential to formulate and implement suitable laws and regulations to maintain high standards and eradicate elements of obscenity.

It is investigated and found that no single book published by Booksellers' And Publishers' Association of South India members was banned during the study period. This fact shows that the publishers of Tamil Nadu have not been guided by cheap

moneymaking or profiteering motives. On the other hand they followed the golden rules of the game strictly and try to keep up the high values and norms.

Book Fairs and Exhibitions:

Book fairs and exhibitions serve as both an opportunity and challenge these days. They are opportunities in the sense that the publisher or the seller can meet the readers. They become challenges when there is a need to satisfy the tall expectations of the well informed readers. Gradually they have been becoming popular and conducted annually in urban centers and particularly at places where educational institutions are located in good number.

In book fairs, the popular titles are made available for browsing and sale. A unique feature is the personal meeting between the reader and the publisher. They can clarify doubts easily and collect information regarding books quickly. Readers get attractive discounts on the prices of books often.

In Tamil Nadu almost all members of the Booksellers' And Publishers' Association of South India (BAPASI) evince adequate interest in participating actively in book fairs and exhibitions.

A difference in participation by foreign publishers and Indian publishers is that the former exhibit or display their publications and collect orders and the latter do all the three functions showing titles, securing orders for them and selling books, on the spot.

These book fairs are conducted in such a manner to attract a large number of potential buyers by displaying new editions, making available reputed volumes and also by sponsoring interesting entertainment events and quiz programmes. Encouraging prizes too are distributed.

Books on Wheels:

'Books on wheels' is a kind of book fair or exhibition. It is a small mobile unit with a number of sample varieties of books. Usually, a van or even a bus is utilized for this novel method of display and sale. Browsing facility is also provided in some units.

This type of sales promotion cum service has not become extensively popular in Tamil Nadu. Among the 197

Tamil Nadu publishers, only seven (3.55 per cent) have taken interest and pains in this direction. These 'Books on wheels' travel even to remote rural areas and persuade people at least to have a look at the books. It is really an applaudable effort.

Opinions and Views:

The following are the leading opinions and views of the major constituents of the book industry:

Opinions and views play a significant role in the modern world. They serve effectively in the formulation of policies and implementation of programmes. All sections in a field are almost compelled to collect and give due importance to the views and opinions expressed by the major constituents in a sector or project.

Accordingly, this researcher made attempts to collect the opinions and views of the major constituents of the book industry namely a) authors b) publisher cum sellers and c)readers. Necessary structured questionnaires were employed in the process of the collection of information.

The researcher sent questionnaires to 50 authors selected at random as samples. All the authors responded promptly.

As far as the book publishers are concerned, all the 197 members of the Booksellers' And Publishers' Association of South India (BAPASI) who came under the scope of the study were contacted. The response was 100 per cent.

Similarly, 100 stratified readers were selected and met. The researcher held personal interviews and discussions. These readers belonged to the several strata and places of the State. The researcher duly recorded and analysed their views and opinions in order to draw inferences.

Opinions and Views of Authors:

Authors are the indispensable partners in the book trade. Without them, no book is possible. Their importance can easily be understood from the proverb, 'Pen is mightier than sword'. They can make, break or even mar a society. Naturally, the publishers will have to be careful enough to keep them in good humour and extract the work as pleasingly as possible. Due remuneration and respect also are the decisive inputs in this regard.

Regarding the development trends of the book publishing activities of Tamil Nadu, the authors in general feel satisfied and happy. Some have different views.

The authors' age range is between 25 and 79. Most of them are part-time authors.

Nearly, 80 per cent of authors expressed job satisfaction and a sense of proud joy. As mostly intellectuals, they seem to keep themselves away from very minor or petty problems and issues.

Some 20 per cent of the authors opined that their royalties are a little inadequate and also not promptly paid.

Out of the respondents 16 per cent publish works by themselves.

As human beings, a few have strong regrets regarding the manner in which they are treated by some indifferent publishers and sellers.

Opinions and Views of Publishers:

As stated already, publishers are the bed rock and the central constituent of the book industry. They can do or undo things.

All the 197 book publishers were contacted either by mail or in person with relevant questionnaires. Wide ranging personal discussions were held. They described the salient features of the industry, changing trends, problems faced and also prospects. Most of them have been enthusiastic and optimistic. A number of suggestions are also given by them.

The following are the significant points presented in a summary form:

a) Out of 197, 80 (40.60 per cent) publishers felt that their business has been 'satisfactory';

b) 58 publishers (29.44 per cent) expressed the view that the industry is 'good';

c) 36 publishers (18.27 per cent) said that their activities have been 'excellent';

d) 18 publishers (9.13 per cent) gave the comment as 'average'.

e) Just five publishers (2.53 per cent) expressed the view that their business has 'not been satisfactory'. They lead a hand to mouth existence. For several reasons, they continue in the industry.

In addition to the above considered comments, the publishers advanced the following problems;

a) There are no loan facilities for book publishers. For the purchase of paper loan is given, but not for publication activities. 100 per cent of the publishers felt it as a real problem.

b) 28 per cent of the publishers expressed some problems from the workers side.

c) The problems created by authors were mentioned by 50 per cent of the publishers.

d) Nearly 80 per cent publishers complained delayed payments from retail sellers.

e) All the publishers (100 per cent) regretted the absence of encouragement in the form of subsidies to worthy publications.

f) Almost all the publishers showed concern over the inflationary escalations of cost of materials. While the costs went by lifts, the prices by steps.

g) Less than five per cent of the publishers are sceptical about the entry of electronic media and

h) About 59.89 per cent of the publishers have come out with the note that excepting a few problems the industry is 'sailing safe'.

By way of suggestions from the book publishers, the following points are listed:

a) Necessary steps should be taken for the prompt reach of new books to the readers.

b) A more balanced approach in the activities of the publishers is needed.

c) The market changes should be closely watched and suitable measures be introduced.

d) Above all, qualitative improvements in the products are still possible. They claim that "there is always something better than the best" and

e) In sum, 118 (60 per cent) publishers kept an optimistic note that certain innovative steps in the direction of modernisation could ensure enhanced rewards and overall progress in the industry.

Table: 59.- Opinion of Publishers

Sl.No.	Opinion of Publishers	Number	Per cent
1	Excellent	36	18.27
2	Good	58	29.44
3	Satisfactory	80	40.61
4	Average	18	9.14
5	Not Satisfactory	5	2.54
	Total	**197**	**100.00**

Table : 60.- Opinion of Readers

Sl.No.	Opinion of Readers	Number	Per cent
1	International Standard	20	20
2	Progressive	55	55
3	Much Scope for Development	11	11
4	Moderate	10	10
5	Not upto Expectation	4	4
	Total	**100**	**100**

Opinions and Views of Readers:

The opinions and views of readers are strong indicators of the quality and utility of books. The readers are the ultimate consumers and beneficiaries of books. Their response and reaction count much in so far as the prospects of book industry is concerned.

The reseracher selected 100 readers at random from several parts of the State in a balanced manner. Personal interviews and discussions were conducted to collect facts and fish out comments.

Out of the 100 readers, 55 expressed the opinion that the book publishers of Tamil Nadu are progressive in their functions and outlook.

20 of them felt that the book publication activities in Tamil Nadu are on par with international standard.

11 readers maintained the view that there is much scope for further development as far as the book industry is concerned in Tamil Nadu.

10 readers argued that the activities of publishers in Tamil Nadu are only moderate in their character.

Only four out of 100 readers, have come out with a harsh comment that the book publishers in Tamil Nadu are not up to expectations and they are yet to come out of their conservative shackles of the past.

From the above views, one is able to understand that majority of the readers are more than satisfied with the performance of most of the publishers. A few publishers may be lacking and are not able to keep pace with the fast changing trends of the trade.

Forecasting For 2010:

The researcher has made an attempt to forecast or estimate the possible expansion in some key variables for 2010, assuming that other things are equal or 'ceteris paribus'.

As stated in 'Methodology', a simple programming technique is used for this exercise. They are presented below in brief;

a) In 2000, the total number of book publishers in Tamil Nadu stood at 197. The estimated value for 2010 shows 278;

b) The number of publishers who concentrated on Tamil books in 2000 was 47. The forecasting for 2010 shows the same as 67;

c) The publication units who owned their own printing press and sales facilities were 32 in 2000. This will become 44 in 2010 according to the forecast;

d) The book publishers who specialised on philosophy titles were 10 in 2000. Keeping the same trend, they will become 14 in 2010;

e) In 2000, four publishers evinced concentrated interest in the publication of books dealing with astrology, palmistry and other occult sciences. The simple linear forecasting shows their number increases to seven in 2010;

f) The publishers who gave importance to books on religion were seven in 2000. Their number is estimated to touch 10 in 2010 and

g) In Tamil Nadu, four publication units specialised on titles relating to medicine in 2000. Maintaining the trend of study period, the same will expand to six in 2010.

The following table provides the above information in order to facilitate better understanding and easier comparison:

Table: 61:-Forecast of Book Publishers For 2010

Sl.No	Description	No.in 2000	No. in 2010
1	Total number of Bookpublishers in Tamil Nadu	197	278
2	Publishers of Tamil books	47	67
3	Publishers having own printing press	32	44
4	Philosophy book publishers	10	14
5	Astrology book publishers	4	7
6	Religious book publishers	7	10
7	Medical book publishers	4	6

After projecting figures for publishers, a projection of the numbers pertaining to titles published are forecast for 2010 and presented below:

a) In 2000, a total number of 2341 books were published in Tamil Nadu. Assuming the same trend, this figure is estimated to increase to 3339 in 2010.

b) The number of Tamil books published by Tamil Nadu publishers was 1849 in 2000. This figure is estimated to become 2638 in 2010.

c) 234 general books were published in 2000. The corresponding forecast figure will be 302 in 2010.

d) The number of reference volumes published in the year 2000 was 233. The simple linear programming technique predicts 364 books in 2010.

e) 2000 had 633 entertainment titles. Preserving the trend rate, 2010 will have 807 titles.

f) Children books were 375 in 2000. An increase of 240 volumes is estimated for 2010. It means 615 will be the estimated figure for the same in 2010.

g) A total of 118 adult books came out in 2000. The projection for 2010 depicts a total of 169, marking a possible expansion by 51 volumes and

h) 748 text book titles were published in several subjects in 2000. The estimated figure for 2010 stands at 1082.

The above numbers are tabulated below:

Table:62.- Forecast of Titles For 2010

Sl.No	Description	No. in 2000	No. in 2010
1	Total number of books published in Tamil Nadu	2341	3339
2	Tamil books published	1849	2638
3	General books	234	302
4	Reference works published	233	364
5	Entertainment titles	633	807
6	Children books	375	615
7	Adult books	118	169
8	Text books	748	1082

Considering the possible estimated values, one can reasonably feel satisfied and confident about the future prospects

of book publishing activities in Tamil Nadu. Though a number of changes take place, the paper book will continue for long.

As a logical sequence, a summary of findings, suggestions with policy implications is presented in the next chapter.

CHAPTER VI

SUMMARY OF FINDINGS AND SUGGESTIONS

An attempt is made in this study to investigate the features, the structure and the pattern of development of book publishing activities in Tamil Nadu between 1991 and 2000. The members of Booksellers' And Publishers' Association of South India (BAPASI) constitute a single majority of publishers and sellers in the state. This industry consists of authors, printers, publishers, sellers and readers. The book publication activities are complex but highly useful in character from the societal point of view. Adequate importance is given to highlight some of their problems and requirements. Potentials and prospects of the publishers are briefly analysed.

Study Area:

The state of Tamil Nadu is the study area. The members of Booksellers' And Publishers' Association of South India (BAPASI) are the respondents. They form a single majority

among publishers and sellers. Only a handful of publishers do not come under this organization. This line is adopted considering the accurate nature of data required. These publishers reveal different types of organisational features. Their functions are varied, but reasonably modern. The study throws light on the aspects of languages covered and specialisation efforts made by the publishers.

Problem Focus:

This study has attempted to trace and highlight the development pattern of book publishing activities in Tamil Nadu between 1991 and 2000 carried out mainly by the members of Booksellers' And Publishers' Association of South India (BAPASI). In a developing society, books and their publication enjoy considerable importance. Their contribution towards the upliftment of human civilization itself has been well established.

The number of publishers and sellers has grown up in Tamil Nadu during the study period. Books are published in local,

regional, national and international languages. A wide coverage of topics and subjects is perceived. A few publishers are able to specialise on certain specific subjects. Several types of books like deluxe, hard bound and paperback editions are published. Students' (cheap) editions are also popular. These publications meet the national demand and are exported too. They generate considerable employment opportunities to skilled, semi-skilled and unskilled workers. Books providing information, imparting knowledge, and extending entertainment are brought out by publishers.

Organisationally speaking, there are sole proprietorship, partnership, joint stock companies and other types like government units, co-operative societies and religious trusts. Sole proprietors top the list numerically.

Book publication is both a business and a service. During the study period, the trend and compound growth rate estimates have shown an upward trend and they are statistically significant. Averages also strengthen these observations. Publication activities

have grown in volume and variety. They present a positive, progressive and balanced model of development. No publishing unit faced closure during the study period.

Though Tamil Nadu publishers have been functioning satisfactorily, there is a wider scope for higher levels of performance and greater achievements, if only certain constraints are removed. There is a need for technical training for workers in view of the technological advances in the field and suitable incentives.

Globalisation and electronic revolution present both opportunities and challenges. Book publishers in Tamil Nadu will have to become more competent to compete.

This study throws light on the bright and gray areas of book publication activities. A simple forecast of variables for 2010 has been made. Inferences are drawn from the opinions and views expressed by authors, publishers, sellers and readers. A few suggestions are advanced for better performance.

Objectives:

The overall objective of this study is to assess the development pattern of the book publishing activities in Tamil Nadu between 1991 and 2000. The specific objectives are (i). to highlight the nature and features of book publication; (ii). to study the functional aspects of the industry; (iii). to estimate the trend and compound growth rates of the key variables; (iv). to discuss the organizational structure and contribution of publishers; and (v). finally to analyse the opinions and views of the concerned sections in order to understand their major problems and requirements.

Methodology:

This explorative exercise with an assessment stress includes analysis, inferences and forecasts. Both primary and secondary data have been collected. The Booksellers' and Publishers' Association of South India (BAPASI) members and the Connemara (State-Central) Public Library (CPL), Chennai are the main data bases. Necessary books, reports, articles and seminar

papers have been consulted. Required statistical and mathematical tools like ratios, rates, averages and percentages have been used along with a few illustrations. The trend and compound growth rate estimates have been computed by using time series linear regression and log linear regression models. For the purpose of forecasting of a few key variables, for 2010, a simple linear growth formula has been used assuming *ceteris paribus*. Random opinions and views have been collected and inferences drawn.

Findings:

The significant findings and the results of analysis are briefly stated below:

The overall picture presented by the pattern of development of book publishing activities by the members of Booksellers' and Publishers' Association of South India (BAPASI) during the study periods is one of satisfaction and promise. The functions have been progressive, comprehensive and balanced. One can perceive competitive capabilities and an inclination towards modernisation

on the part of book publishers and sellers. There is a high degree of co-ordination between authors, printers, publishers and sellers.

The opinions and views of readers have been found constructive and reasonably critical.

The investigation reveals that the book publishing industry in Tamil Nadu has been performing on sound lines. Most of the units have shown symptoms of an uptrend. They are skilful and willing enough to explore new areas and methods.

During 1991 and 2000, all the key variates relating to publishers and publications have maintained a trend of steady growth. The trend and compound growth rate estimates are positive, progressive and statistically significant. No variate tested has shown a negative slide down. From such observations, one can perceive the vital inbuilt strength and buoyancy of the book production setctor. The pattern of acceleration and momentum, it may be asserted, are quite reassuring.

Another significant feature is that no publication unit has faced closure during the study period. When the area of operation is so wide and the number of member is reasonably high, this feature of successful continuation of all the units and a desirable addition of new units every year deserve credit.

Yet, it is found that there prevails scope for addition of units and expansion of activities.

It has been observed that the state enjoys the first rank as far as the book industry is concerned in terms of mechanisation, modernisation, integration and rationalisation which are the characteristics of an active industrial endeavour and experiment.

If a few encouraging incentives expected by the sector are adequately provided, the book publishing activities are bound to achieve higher contours of functional efficiency.

Another outstanding trait of this sector is that it is both a business and a service. It is able to earn precious foreign

exchange and generate employment opportunities for skilled, semi-skilled and unskilled labourers directly and indirectly.

A more salient feature is that the book publishing activities enjoy a comparatively wide coverage, diversification and variety.

The length of experience or the life of firms throws useful insights. There is one unit that has celebrated its creditable centenary. Another unit will have the same honour shortly. Other units have ages ranging from 10 years to 75 years. These figures bring out the fact that a few of the oldest and most experienced publishers in the country have been functioning in Tamil Nadu.

Out of 197 units in action in 2000, 15 per cent have hereditary backgrounds, richness of inherited experience, business acumen and goodwill. These factors count much among them readers and traders.

Labour strength is another dependable indicator of the general health of organisations. In the publication industry of Tamil Nadu, between 1991 and 2000, three units employed more

than 200 workers each; four units 100 to 200; 17 units 100 to 50; 30 units 50 to 20 and 143 units employed below 20 workers. Both male and female workers are found in varying ratios.

A revealing finding is that there was no all women publisher cum seller unit during the study period.

The pattern of distribution of publication units, reveals a high degree of concentration in a few places. A few cities and towns house more than 80 per cent of the firms. Areal disparities are perceived.

Owning a printing press was once considered to be a matter of prestige for a publisher. Profits are not usually given much importance by many in this context. This attitude has however changed. In 1991, 16.94 per cent of publishers owned printing units. The same got reduced to 16.24 per cent 2000. However, the growth rate for such units is 4.16 over the years.

The publishers who have specialised in the production of Tamil books reveal a growth rate of 5.45 during the study period.

The unit type of firms is more popular than the branch type. Again, organisationally, the sole proprietor type tops the list. During the study period the joint stock company type has shown an expansion in its share by 1.83 per cent.

While the compound growth rate of sole proprietors is 5.67, the same for partnership, joint stock company and others are 5.99, 6.01 and 5.12 respectively.

Numerically speaking, the total number of publishers in 1991 stood at 124 and the same touched a peak of 197 in 2000 showing a growth rate of 5.74.

The Tamil Nadu book publishers are both tradition loving and change accepting. Their coverage included areas like philosophy, religion, astrology and also medicine. They have adopted a type of specialization. The growth rates for publishers in philosophy, religion, astrology and medical titles are 6.72, 8.04, 19.14 and 8.45 respectively.

Just like the number of publishers, the number of books published also reflects certain definite trends and tendencies.

The percentage increase in the total titles published between 1991 and 2000 is found to be 162.34. The growth rate for the corresponding varieties is 4.76, which is significant statistically.

Books were published in several languages by the Tamil Nadu publishers. They have published titles in Tamil, other dravidian languages, English and other major Indian languages. While the growth rate for Tamil books is 4.75, those for other dravidian languages, English and other Indian languages are perceived to be 4.72, 4.74, and 5.85 respectively.

Revised and reprint editions enjoy 13.85 and 4.54 respectively as their growth rates between 1991 and 2000.

On the basis of the subject matter dealt with, there are general books, reference volumes, entertainment books, books for adults and children and text books. Among them, entertainment books enjoyed a maximum share of 33 per cent in 1991 and text

books 30.99 per cent for the same year. In 2000, entertainment books' share was down to 27.03 per cent and text books had improved by 0.96 per cent which was a welcome change. The increase in text books was really a change for the better. A look at the corresponding growth rates for these types of books show 3.72, 10.20, 5.16, 4.10, 5.30 and 3.20 respectively.

A simple classification on the basis of the physical binding aspect of the books published reveals prominently the deluxe or luxury editions, hardbound or library editions, paperback or popular edition and the students' cheap text book editions. In 1991, the relative shares of the above types were 4.99 per cent, 17.96 per cent, 59.98 per cent and 17.05 per cent. The same figures rose to 5.42 per cent, 15.46 per cent , 59.97 per cent and 22.04 per cent in 2000. A comparison of these figures shows that the paperback popular editions enjoy the highest share of nearly 60 per cent among the four types and the students' text book (cheap) editions have improved their share by 4.99 as the 17.05 per cent of 1991 shot up to 22.04 in 2000. This improvement is really

gratifying as the text books are being utilized by young learners of Tamil Nadu.

The growth rate estimates for deluxe, hardbound, paper back and students' cheap editions are 4.38, 3.38, 4.82 and 5.91 respectively.

These are the days of survival of the fittest. Competitive examinations are common now. Tamil Nadu book publishers are able to cater to the needs of those who sit for competitive examinations. However, it is strange to find that only two units (1.01 per cent) have concentrated on the production of books for competitive examinations.

Similarly, translated works, edited works and abridged companion volumes have not been published in considerable numbers. The Tamil Nadu book publishers seem to be a little indifferent towards these types of publications.

An encouraging feature is that the Booksellers' And Publishers' Association of South India (BAPASI) members are

able to publish books which have been awarded prizes very often by several associations.

Likewise, a proud feature is that quite a number of books particularly in Tamil have been exported to foreign countries. The foreign exchange earnings are being augmented by Tamil Nadu publishers.

It is really note worthy that no single book was banned out of the publications by Tamil Nadu book producers during the study period. It highlights the moral and ethical credits and law abiding nature of the publishers.

Book fairs and books-on-wheels were witnessed in a small scale. While the foreign publishers exhibit their books and collect orders in book fairs, the Tamil Nadu publishers are also able to sell their wares. Browsing facility is made available.

Certain facts are inferred from the opinions and views expressed by authors, publishers and readers. They are given below:

While more than 50 per cent of the authors feel happy and satisfied, a few among them draw the attention to the problems in obtaining their royalties and also to the 'not so dignified manner' in which they are often treated by the publishers and sellers. Higher royalties and better treatment are expected by some authors.

Majority of the publishers are enthusiastic and optimistic about their activities. Nearly 20 per cent of the publishers rank their job as excellent; 30 per cent feel good; and 40 per cent are satisfied. Others do not seem to be very well at home in the industry.

Readers feel generally happy about Tamil Nadu publications. While 55 per cent of readers rate Tamil Nadu publishers as progressive; 20 per cent regard them on par with international publishers; 10 per cent fix them as moderates; 11 per cent feel that there is much scope on the part of Tamil Nadu publishers to develop and a meagre four per cent of readers seem to be pessimistic.

While a number of salutary and convincing aspects are perceived, a few problems are highlighted during the course of the interviews and discussions. Inadequate loan facility, occasional disturbances by workers, authors' non-cooperation, delayed or even denial of payments, escalating costs, absence of incentives and subsidies and to some extent a threat from the electronic appliances and equipments are reported to be a few problems by the respondents.

Suggestions:

Considering the several features, trends, problems, requirements and opportunities relating to the book publishers, the following suggestions with policy implications are presented:

- At the outset, the Central and State governments will have to review the policy of providing aids, assistance, incentives and subsidies to the book publishing industry, on more favourable and encouraging grounds.Since the book industry is a component in the modern knowledge management system,it rightly deserves such an attitudinal preference.

- It is often said that finance is the blood of an industry. It is true in the case of book publication industry too. Financial crises are not uncommon to publishers and the same cripple the creative spirit of them frequently. Hence, the provision of adequate, timely and easy loans will enable them to function more efficiently.

- Certain subsidies may be extended to the book publishers. Incentives in the form of some concessions and awards may be considered to encourage them.

- The preparation of a directory of the names and addresses of all publishers in the State is an urgent need. It may be periodically updated. The government will have to persuade the concerned sections in this matter.

- To make the performance of Tamil publishers more sophisticated and standardised , it is better for them to adopt a common communication format (CCF) and live upto the expectations of the current scenario.

- Again, the Tamil Nadu book publishers should be willing enough to obtain International Standard Book Number (ISBN) and incorporate the same in their publications on a greater scale.

- Yet another significant policy implication relates to making registration of publishers and sellers compulsory. That will strengthen the organizational set up.

- In the long run, book publishers and sellers may be persuaded by providing necessary assistance to visit foreign countries in order to explore market opportunities and expand exports.

- The Booksellers' And Publishers' Association of South India (BAPASI) has been rendering many types of services to its members now. This organization can innovate the services and try to function as a friend, philosopher and guide.

- A policy of export promotion and import substitution should encourage the book exporters and producers of those much

needed titles from abroad by possible simplification in procedures and formalities.

- Book publication and library science can be included in the curriculum even from the primary level to the highest levels of learning. It may be made compulsory with suitable syllabi.

- The Government of Tamil Nadu have nationalised 21 works of Tamil scholars by paying Rs 2 crores as copyright amount.† This inspiring policy may be extended to more authors of reputation.

- Much stress needs to be laid on opening and equipping of more libraries particularly in villages as Mahatma Gandhi aptly said " India lives in her villages".

- The new information engineering age has created some paradoxes in the world of books and their readers. In this context,

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† Source : Newsletter from Higginbothams, K. Srinivas, Ed. V. XI(II), Nov. 2000, p.16.

the publishers, booksellers and librarians in Tamil Nadu can start a common forum to promote reading habits among students. Quantitative increase in books poses another problem of identifying and locating a required title. All western countries publish national bibliographies or trade bibliography at national level. As far as the Tamil books or books from publishers in Tamil Nadu are concerned, there is no comprehensive annual bibliography. The Booksellers' And Publishers' Association of South India (BAPASI) can moot out a feasible project by which all books published in Tamil Nadu should be given a bibliographic dimension, current as well as retrospective.

❖ Content apart, the physical appearance of books attracts the attention of the readers. This criterion is a little ignored by some publishers of books in Tamil. More importance may be given to this aspect also.

❖ One comes across the phrase 'America Vasikkirathu' (America reads) very often these days. It is not a mere propaganda

phrase but a far-sighted force with a number of salutary repercussions. When reading develops, thinking will develop. Demand for books will increase. More publications will be the result. The industry becomes still more vibrant and vitalized. This has to be encouraged by suitable measures from the government and people's sides. Only if 'Tamil Nadu Vasikkirathu' (Tamil Nadu reads) gains momentum and appreciation, the book publishing industry can see golden ages of bliss and prosperity.

- Another measure which deserves consideration is that free advertisements in government television channels may be permitted. That will have an effective impact.

- Though all books are useful, text books are more useful particularly for students. The government should come forward to allot greater and other print materials at concessional prices. A policy of judicious reservation may be considered.

- The government will have to encourage the conduct of more book fairs not only at prominent revenue headquarters but also around outstanding academic areas. The programme of running 'books on wheels' also may be encouraged suitably, so that the rural masses also can draw benefits out of them. The number of lending libraries may be expanded through suitable steps.

- Authors and writers need certain encouragement like travel concessions and bank loans. Their just demands may be considered favourably well.

- Under the 'earn while you learn scheme', the book publishers and sellers can provide part-time employment opportunities to deserving students.

- At the international level, the United Nations Educational, Scientific and Cultural Organisation (UNESCO) should come forward to remove the tariff levied on machines and materials.

- While the National Council of Educational Research and Training (NCERT) will have to expand its functions through a wider network of branches, the state government also can set up a similar organization .

- Another important problem is the delivery system of books. Even when a buyer is willing to pay the stipulated price, certain sellers avoid value payable posts (V.P.P). This has negative results in the reader. Such problems should be solved. A simple, cheap and safe delivery system is a prerequisite of ideals like 'Tamil Nadu Vasikkirathu' (Tamil Nadu reads).

- The fourth estate should come forward to attach added importance to book reviews and advertisements.

- The religious organizations will have to rearrange their priorities and take up publication activities more seriously. They can publish themes and subjects of their own taste and treatment but will have to provide them at low prices in good qualities.

- Piracy is a real problem and eternal vigilance on the part of the publishers is their effective solution. Still, governments and reading public should come forward to counter such menace.

- These are days of structural adjustment programmes(SAP) and reforms like liberalization, privatization and globalisation (LPG). Tamil Nadu publishers are compelled to avail opportunities and face challenges. If only the structural base is strengthened and functional efficacy stepped up, it may not be possible to continue the progressive trends for long. Adequate and more effective changes are to be made.

Conclusion:

In fine, it may be concluded that the development pattern of book publishing activities in Tamil Nadu during the study period has shown progressive growth rates and healthy trends including comparative comprehensiveness, rational response, balanced approach and functional fitness. Still, some amount of scepticism is expressed regarding the future of printed books in the light of

swift changes with far reaching consequences under the title of information technology revolution. A very careful analysis of the opinions and views expressed by experts strengthens the argument that the printed book cannot be substituted easily and it will continue to reign for another thousand years. The modes may change. But the abode is the same. Methods of reading may change. But reading material will have a flow with an originality. One can optimistically expect a computer to supplement a book and not supplant the same.

The book publishers are alert enough to adopt innovative adjustments to meet the problems suitably well. Their spirit to venture and grow seems to be a strong source of rewarding performance. With admirable contributions, the publishers' journey is bound to be continuous and rewarding. A more conducive environment shall pave the way for the publication of better books and the achievement of greater success.

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APPENDIX - I

Tamil Nadu Members of Booksellers' And Publishers' Association of South India (BAPASI)

1. A.A. Publishers
2. Ahmaddiyya Muslim Mission
3. A.H. Wheeler and Co. Ltd.
4. Ainthinai Pathippagam
5. The Alliance Company
6. Allied Publishers Limited
7. All India Publishers and Distributors
8. Alpha Land Books Pvt. Ltd.
9. Ammani Pathippagam
10. Amudha Nilayam Limited
11. Annam (P) Ltd.
12. Anuradha Agencies
13. Aries Books International
14. Arivu Nilayam
15. Arulmigu Amman Pathippagam
16. Arunothayam
17. Asian Educational Services
18. Associated Media Services Private Limited
19. Associated Subscription and Information Services (India) Pvt. Ltd.
20. The Avenue Press
21. Balaji Publications

22. Bharathi Pathippagam
23. Bharatiya Vidya Bhavan
24. Bharathidasan Pathippagam
25. B.I. Publications Pvt. Ltd.
26. Blackie Books
27. Book Marketing Services
28. Book Plaza
29. The Book Point (India) Ltd.
30. Book Venture
31. Book World
32. British Council Division
33. Business Promotion Bureau
34. Cambridge University Press Foundation Books
35. Centre for Indian Knowledge Systems
36. Chennai Books
37. Children's Book Trust
38. Children's World
39. Chilikkuyil Book Venture
40. Chinmaya Mission
41. The Christian Literature Society
42. College Book Centre
43. Cre - A

44. Creative Book Centre
45. Das Book World
46. Earthworm Books Pvt. Ltd.
47. East West Books (Madras) Pvt. Ltd.
48. Emerald Publishers
49. Foresight Book Distributors
50. French Book Center Pvt. Ltd.
51. Giri Trading Agency
52. Gautham Book Centre
53. Gowtham Publications
54. Grace Literature Co. (P) Ltd.
55. G.R. Publications
56. Higginbothams Limited
57. Hindustan Book and subscription Service
58. India Book Distributors
59. India Book House
60. Indian Thought Publications
61. Infomaps and Books
62. International Books Agency
63. International Institute of Tamil Studies
64. International Society for Krishna Conciousness
65. International Thomson Publishing

66. Jaico Book Agency Publishing House
67. Jayalakshmi Indological Book House
68. Jaypee Brothers Medical Pub. Pvt. Ltd.
69. Kaanthalakam
70. Kalaivaani Puthakalayam
71. Kalignaan Pathippagam
72. Kannadhasan Pathippagam
73. Kavithalayam Book Store
74. Kavitha Publication
75. Keezhi Katru Publishers
76. Kennedy Book House
77. K. Krishnamurthy
78. Krishnamurthy Foundation India.
79. Kumaran Pathippagam
80. Lakshmi Nilayam
81. Lakshmi Publishers
82. Landmark
83. Leo Book Distributors
84. The Little Flower Co.
85. Macmillan India Limited
86. Madras Book House
87. Malligai Book Centre

88. Mambalam Book House (P) Ltd.
89. Manimekalai Prasuram
90. Manivasagar Pathippagam
91. Margham Publications
92. Marigold Books
93. Mary Martin Book Shop
94. MBD Group of Publishers and Printers
95. M.C.C. Publications
96. Mindstorm Computer Information (P) Ltd.
97. Motilal Banarsidass
98. Muntil
99. Narmadha Pathipagam
100. Narosa Book Distributors Private Limited
101. Narosa Publishing House
102. Nav Bharat Publications Co.
103. Navil Book Stores
104. N.A.V. Subramanian Book Agency
105. New Age International (P) Ltd.
106. New Century Book House (P) Ltd.
107. Osho Dharma Tirta Sannyas Ashram
108. Oxford University Press.
109. Paari Nilayam

110. Pai and Company
111. Palaniappa Brothers
112. Panmozhi Pathippagam
113. Pannai Pathippagam
114. Patrika Syndicate
115. Periyar Self Respect Propaganda Institution
116. The Personal Book Shop
117. Poombugar Pathippagam
118. Poongudi Pathippagam
119. Poovazhaki Pathippagam
120. Prema Pirasuram
121. The Printed Word
122. Printice-Hall of India Pvt. Ltd.
123. Productivity & Quality Pub. Pvt. Ltd.
124. Punithavathi Pathippagam
125. Pustak Mahal
126. Orient Longman Ltd.
127. Quartette Book Distributors Pvt. Ltd.,
128. Ram Book Centre
129. Ravi Book House
130. Sage Publications India Private Ltd.,
131. Sales Emporium

132. Sanjay Book Stall
133. Santham Infomedia
134. Sapna Book Stall
135. Sarvodaya Ilakkiya Pannai
136. S. Chand and Co. Ltd.,
137. Scientific Data Bank Services Pvt. Ltd.,
138. Seasons Publishing
139. Seaview Book Stall
140. Shah Book Depot
141. Shanti Books
142. Sorna Publications
143. South India Book Agency
144. The South India Saiva Siddhantha Works Publishing Society (Tin) Ltd.,
145. Sree Indhu Publications
146. Sri Aurobindo Society
147. Sri Durgai Publication
148. Sri Eswar Enterprises
149. Sri Lakshmi, Publications
150. Sri Malarvizhi Publications
151. Sri Mookambika Book Distributors
152. Sri Murugan Publishers

153. Sri Narayana Book Stores.
154. Sri Ramakrishna Math
155. Sri Ram Book Publishers
156. Sri Sai Publications
157. Sri Sangeetha Vani
158. Sri Selva Nilayam
159. The Standard Literature Co. (P) Ltd.,
160. Star Publications
161. Sterling Publishers Pvt. Ltd.
162. Students Educational Needs
163. Students Stores Pvt. Ltd.
164. S. Viswanathan (Printers and Publishers) Private Ltd.
165. Sultan Chand & Sons
166. Sura college of Competition
167. Swathi Books Bureau (P) Ltd.
168. Tamarai Noolagam
169. Tamilarasi Pathippagam
170. Tamil Nadu Book House
171. Tamil Nadu Publications
172. Tamil Nadu Tronix
173. Tamil Puthakalayam
174. Tata Mcgraw Hill Publishing Company Ltd.

175. TBH Publishers & Distributors
176. Thanu Foundation
177. Thenmazhai Pathippagam
178. The Theosophical Publishing House
179. Thirumagal Nilayam
180. Thirumalai Book House
181. T. R. Publications Pvt Ltd.
182. T. T. Maps & Publications Ltd.
183. UBS Publishers Distributers Ltd.
184. Uma Pathippagam
185. Universal Book Stall
186. Usha Book Stores
187. Valli Puthaganilayam
188. Valluvar Pannai
189. Vanavil Book Traders
190. Vanathi Pathippagam
191. Vasantha Pathippagam
192. Vespark Publishers Distributers
193. Vijaya Bharathan
194. Vijaya Traders
195. Vikas Publishers Pvt. Ltd.
196. Visa Pubilcations
197. Yogada Satsang Dhyana Kendra

APPENDIX - II

SCHEDULE FOR AUTHORS

Ref.No.........

(Y=Yes,N=No,NA=No Answer,ND=Not Decided)

1. Name :
2. Age :
3. Profession :
4. Address :
5. How do you start writing books? : Enthusiasm ☐ To attain fame ☐

   Family situation ☐ To receive awards ☐

   Ancester writing ☐ To get income ☐

   To entertain ☐ To develop Reading ☐

6. How do you feel in writing books. : Very happy ☐

   Happy ☐

   Respect & Favour ☐

   Difficult ☐

   Loss ☐

7. How do you select the time for writing books. :

8. How many hours do you spend for writing. :

9. How many days or months or years you spend for writing a book :

10. How many books you have written :

11. State your area of interest:

12. How many of your books won prizes, awards? :

13. Do you use computer for writing books. :

14. Do you discuss before writing books :

15. Do you participate in work shops or seminars in this regard :

16. Do you go to other place for writing books. :

17. Do you use pseudonyms while writing. If so, why. :

18. Do you receive grants / help/ gifts. :

19. Do you publish books?
    If so, how many. :

20. How many copies do
    you print. :

21. Do you allow discount?
    If so, how much :

22. How many books are
    published through publishers.

23. Did you face any problem
    while publishing ownly.
    If so, what type of problem.

24. How do you receive
    remuneration. : a) Royalty ☐
    b)Outright sale ☐
    c)Direct sale ☐
    d)Any other ☐

25. How do you sell books
    directly? What are
    the steps : a) Through advertisements ☐
    b) Book sellers ☐
    c) Book reviews ☐
    d) Letters to institution ☐
    e) Inaugural functions ☐
    f) In book fairs ☐

26. Do you send specimen copies. :

27. How do you know the comments of the readers:

28. How do the publishers approach you : a) Directly ☐
    b) Through Letters ☐
    c) Through agents ☐
    d) Any other ☐

29. How do you approach publishers similarly : a) Directly ☐
    b) Through agents ☐
    c) Through Letters ☐
    e) Any other ☐

30. How is your relationship with book sellers and publishers : a) Excellent ☐
    b) Good ☐
    c) Satisfactory ☐
    d) Not good ☐
    e) No comments ☐

31. Have your books translated?
32. Suggestion :

APPENDIX-III

SCHEDULE FOR PUBLISHERS AND SELLERS

Ref.No.................

(Y=Yes,N=No,NA=No Answer,ND=Not Decided)

1. Name : Mr./Mrs./Ms.
2. Official Address :
3. Year of establishment :
4. Ownership pattern :
   a) Sole proprietorship ☐
   b) Partnership ☐
   c) Joint Stock Co. ☐
   d) Any other ☐
   (Public Sector/Co-operative/ Academic/Religious/Trust)
5. In the light of modern reforms, are you willing to accept or initiate colloboration?: Y ☐ N ☐ ND ☐
6. Are you contemplating any type of collaboration or already done : Y ☐ N ☐ ND ☐

		Total	Male	Female
7. Total Number of Employees	:			
While starting	:			
At present	:			

8. You are a : a) Publisher ☐

b) Printer & Publisher ☐

c) Publisher & Seller ☐

d)Publisher, Printer & Seller ☐

9. Do you have previous experience in publication: Y ☐ N ☐

10. What are the criteria used to Select manuscripts for Publication?

a) Best authors ☐

b) Good themes ☐

c) Reader's Taste ☐

d) Publisher's Taste ☐

e) Seller's Taste ☐

f) Influence of authors, printer s and friends ☐

g) Profit ☐

11. How do you determine the actual cost of book? :

12. How do you fix price? :

13. How do you make payment to authors? : a) Percentage in profit ☐

b) Royalty ☐

c) Outright payment ☐

14. How is your relationship with authors & booksellers :

	Author	Bookseller
a) Good	☐	☐
b) Satisfactory	☐	☐
c) Harmonious	☐	☐
d) Not harmonious	☐	☐
e) Normal	☐	☐

15. Have you received assistance, incentives, awards & subsidies from Govt & Non-Govt organization? :

For how many books

	Govt	Non - Govt
Assistance :	☐	☐
Awards :	☐	☐
Incentives :	☐	☐
Subsidies :	☐	☐

16. Are they adequate enough? : Y ☐ N ☐

17. Do you give prize / award to the best writers? : Y ☐ N ☐

18. Do you give prize / award to the best book sellers? : Y ☐ N ☐

19. Please state your creditable points, if any : 1.

2.

3.

4.

20. Do you publish books with the intention that they should receive awards? : Y ☐ N ☐

21. Do you produce unpriced and gift books? : Y ☐ N ☐

22. What types of books are the most demanded by people? :

23. What types of books are sold largely? :

24. What is the maximum number of copies of first edition of a book printed? :

25. Do you print books in : a) Your own press ☐

b) City area ☐

c) Rural area ☐

26. Please give reasons for the previous answer :

27 Do you appoint the diploma holders of printing & publishing technology? : Y ☐ N ☐

28	What & how do you take strict qualitative measures while publishing books?	:		
29.	Do you have space problem for displaying books?	:	Y ☐	N ☐
30.	Have you introduced any prize or gift system for buyers?	:	Y ☐	N ☐ ND ☐
30.1	If 'Yes', what?	:		
31.	Is the publishing venture profitable?	:	Y ☐	N ☐
31.1	If 'No', why?	:		
32.	Do you introduce new designs while publishing book jackets?	:	Y ☐	N ☐
32.1	If 'Yes, Is there any price Increase?	:	Y ☐	N ☐
33.	Have you introduced innovations?	:	Y ☐	N ☐
33.1	If 'Yes', details please	:		
34.	Do you allow discount for all?	:	Y ☐	N ☐
35.	Do you verify your stock annually / periodically?	:	Y☐	N☐
36.	How do you promote your sales?	:		

37. In order to promote your concern what type of professional exposure you have, State the interval for such exercises (Visits, training etc) :

38. Do you publish through co – operation? : Y ☐ N ☐

38.1 If 'yes' how many books? :

39. Is the laser printing technology suitable to Tamil Nadu? : Y ☐ N ☐ NA ☐

39.1 Will it increase the cost of books? : Y ☐ N ☐

40. Do you have an editorial group?: Y ☐ N ☐

41. Do the electronic entertainment media like TV, Satellite TV, Audio & Video Cassettes affect the size of

    a) readers : Y ☐ N ☐

    b) publishers : Y ☐ N ☐

    c) booksellers : Y ☐ N ☐

    d) sales : Y ☐ N ☐

    or (e) increase sales : Y ☐ N ☐

42. Book production is affected due to :

    a) The shortage of paper & inks ☐

    b) Over production ☐

    c) Under production ☐

    d) Low capacity of buyers ☐

e) Govt.policies ☐

f) Unaware of publications ☐

g) Steep rise of raw materials ☐

43. What is the average capacity of buyers in total expenditure per year:

a) Individuals : %

b) Book sellers : %

c) Wholesalers : %

d) Societies : %

e) Institutions : %

44. Do book review columns increase sales of books : Y ☐ N ☐

45. Do advertisements help increase sales? : Y ☐ N ☐

46. Total Number of books published by you from 1991 to 2000 :

47. Language a) Tamil :

b) English :

c) Other language:

48. Classification of books according to : a) Deluxe

b) Hardbound

c) Paperback

d) Students' Cheap Edition

49. Types of books published between 1991 and 2000 :
 a) Children :
 b) Adults :
 c) General :
 d) Entertainment :
 e) Reference
 f) Subjects/text books :

50. Do you reprint books? : Y ☐ N ☐

50.1 If 'Yes', how many? :

51. Do you revise books? : Y ☐ N ☐

51.1 If 'Yes', how many? :

52. Do you export books? : Y ☐ N ☐

52.1 If 'Yes', how many? :

53. Do you translate books : Y ☐ N ☐

53.1 If 'Yes', how many? :

54. Do you conduct book exhibitions? Y ☐ N ☐

54.1 State the periodicity of book Exhibitions? : Once in a year ☐

Twice in a year ☐

Once in 2 years ☐

Any other

54.2 Do you have the facility of "Books on wheels?" : Y ☐ N ☐

55. Do you participate in book fairs?: Y ☐ N ☐

55.1 If 'Yes', please state

a) Regional Level : Y ☐ N ☐

b) State Level : Y ☐ N ☐

c) National Level : Y ☐ N ☐

d) International Level : Y ☐ N ☐

56. Do you have job or professional satisfaction ? : Y ☐ N ☐

57. Do you have any other business or venture parallelly ? : Y ☐ N ☐

58. Do you encourage new comers to enter this field? : Y ☐ N ☐

59. What special problems you have been facing in this field? :

60. What specific and general advise you would like to give to new publishers? :

61. Please state your impression or comments about your book publishing business in general :

Signature with Date

APPENDIX-IV

SCHEDULE FOR READERS

Ref. No.......

(Y=Yes,N=No,NA=No Answer,ND=Not Decided)

1. Name :
2. Age :
3. Address :
4. Education :
5. Occupation :
6. Do you read books.... : Regularly ☐ Very often ☐ Occasionally ☐ Rarely ☐ Never ☐
7. Do you have the habit of visiting libraries? : Y ☐ N ☐
8. Have you become a member of any library? : Y ☐ N ☐
9. Do you read and borrow books? : Y ☐ N ☐

10. Do you own books?
How many? : Y ☐ N ☐

11. How much amount do you
spend for buying books
annually? :

12. Do you visit book fairs? Y ☐ N ☐
What is your opinion of
bookfairs? :

13. Do your place possess book Y ☐ N ☐
shop? How many :

14. Do you visit book shops : Regularly ☐
Occasionally ☐
Never ☐

15. Do you browse books in
book shops? Do they allow
you to browse books before
purchasing? :

16. How do you come across the books? Or new books? :

    Book reviews ☐

    Publishers catalogue ☐

    Library catalogue ☐

    Through friends ☐

    By visiting book shops ☐

17. Mention the mode of getting books. :

18. What type/s of books you read :

19. Suggestions, if any :

Signature with Date

APPENDIX - V

CONCEPTS ADOPTED

BOOK - A Book is defined by the United Nations Educational, Scientific and Cultural Organisation (UNESCO) for statistical purpose as a "non - periodical printed publication of at least 49 pages excluding covers". '(meant for market sale)'. This definition is adopted for the purpose of this dissertation.

In this study, 'books' and 'titles' are used as synonyms.

There are books in many languages; and of different sizes. Methods of printing and binding often vary. Wherever necessary, the specific types are mentioned in the work.

PUBLISHER- Publisher can be an individual or a group of individuals or a firm engaged in the production and sale of books using the market mix (whole salers or

retailers). (In this dissertation, the pronoun 'he', is used to refer to an author etc., both male and female). He has the right to fix payments, discounts and prices. Production includes printing also. Usually the publisher selects the author, arranges printing and binding and makes the books available for sale through marketing channels. The publisher produces reprints and revised editions. His activities include business functions also. Publication is a profession mostly for monetary gains.

AUTHOR - One who writes and provides matter for publication. Terms of considerations or royalties are his rewards.

PRINTER - One who prints manuscripts and supplies to publisher. Usually, the printer owns machinery.

EDITOR - One who arranges manuscripts scientifically and decides the final shape of the output.

SELLER - One who sells books on a wholesale or retail basis. At times, he revises prices also.

READER - One who reads by purchasing or borrowing books. In the modern world, photocopying facility and computer convenience are widely utilized by readers.

BROWSING-Having a quick look at books and scan fast the matter in books free of cost.

BOOK FAIR-Exhibition of books published by several publishers under one roof or in a campus for a period of time usually held periodically.Incentives to readers are usually given through discount, that is, reduced price.

DISCOUNT-A nominal reduction in price structure effected as a goodwill gift or incentive by publishers and sellers to readers, institutions and retailers. The percentage of reduction changes according to the volume of purchase.

FIRST EDITION - It refers to the newly published books for the first time. They are also known as maiden or original editions.

TITLE - Title stands for the name of the published work or document or book.

REVISED EDITON- It refers to a publication with changes aiming at updating of facts and figures. The layout also may change. It is called re-edition sometimes. Price may also be revised.

REPRINT- This is a subsequent unchanged publication of a book. The contents and layout do not change. Errors in printing will be corrected.

LIBRARY- Library is a place where books, periodicals documents, audio-video aids etc. are made available for browsing, reading, copying and borrowing for a stipulated period of time.

e – BOOK - It means electronic book designed and developed on a modern computer format.